BUSINESS & FINANCE

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

PUBLIC LIBRARY
APR 6 - 1942
DETROIT

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

APRIL 6, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 14
WASHINGTON, D. C.

more families listen to WOR in the early morning than to any other New York station*

★ In fact, from dawn till 8:45 A.M. WOR ranks a consistent first. From 7:00 to 8:15 A.M. WOR has more listeners than all New York stations combined.

EVERYBODY LISTENS TO WOR

JOLLY JOE KELLY

PRAIRIE RAMBLERS

RAMBLIN' RED FOLEY

PEPPER HAWTHORNE

HARRIET HESTER

JANE TUCKER

MARJORIE LYNNE

THE WLS RANGERS

CHUCK ACREE

They Pack 'Em In!

IN THEATERS . . . AT FAIRS . . . AND IN LIVING ROOMS THEY'RE THE MIDWEST'S RADIO FAVORITES

THERE'S plenty of evidence to prove the popularity of WLS entertainers—*crowds,* for one thing. More than a million people have paid to see the WLS National Barn Dance in the Eighth Street Theater. Every day, crowds jam other theaters where they play. Only recently, WLS talent set four new, one-day, theater attendance records in two weeks—at Aurora, Peoria and Danville, Illinois, and at Hammond, Indiana.

Last fall, WLS stars played at 192 state and county fairs, scattered from North Dakota to Pennsylvania. At three Midwest state fairs, the WLS National Barn Dance played to 32,000 paid attendance.

As for their popularity as *radio* stars . . . listeners send WLS a million letters a year!

That's the kind of talent we have at WLS, talent that commands the crowds, on personal appearances and WLS programs. Good talent is another reason people in Midwest America listen to WLS . . . and that's why **WLS Gets Results!**

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUGLAS

TRAVEL IN THE BEST *Circles!*

● Travel in the best circles, with the country's leading advertisers, on WDRC. Shoot your message straight and true, to more than a million people in WDRC's Primary Area. Strengthen your advertising with WDRC's winning combination of coverage, programs and rate.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

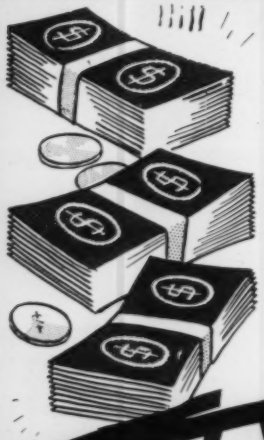
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

GRAPES Nebraska variety, dark blue. As luscious and round as a pretty brunette. Cooked, squeezed and fermented for jelly, grape juice and wine, respectively. Many farmers depend on their vineyards for their major income.

CABBAGE Bulky, nutritious vegetable, indispensable for cole slaw and corned beef. Nebraska cabbage patches cover thousands of acres. In this state, cabbage raising is *big business!*

HONEY Nectar, romantically gathered from flowers by industrious little insects. Stored in hives, after which it is stolen by farmers who maintain huge apiaries for just such nefarious purposes. Sold, of course, for large numbers of greenbacks.



GREENBACKS

Colloquial term meaning money . . . which is what people try to get from other people. You can get many greenbacks from Nebraska farm men and women, if you trade the products you make or sell. See that everybody *knows* you want to deal with them. Use "their" station, KFAB. You *need* KFAB, to do a *complete selling job* throughout Nebraska and her neighboring states!

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

APRIL 6, 1942

CONTENTS

House Anger Seen as Probe Includes Cox	9
AFM Strike Against MBS Is Brief	9
War News Merger Studied	10
Blue Acquires Seven Affiliates	10
Wine Industry Turns to Air	11
Radio and the Farmer in Wartime	12
Fewer Draft Deferments Granted	12
NAB Reorganization Group to Meet	14
Radio Reporting Tougher, Says Brown	14
Wray Heads Firm to Acquire KTHS	14
Anti-Trust Policy Won't Help Nets	16
Waters to Anti-Trust Post	16
Equal Radio Rights for Press Advised	18
Radio Set Census Figures for 30 States	20
Benson Urges Tax Law Change	24
Newscasts Aid Latin Relations	34
Boycott Advocated in New Haven Feud	46
Crosley to Open Elaborate Studios	48
Net NAB Status Up to Convention	49
New York Baseball on WOR	54
Dogfood Turns to Dry Pack	54

DEPARTMENTS

Agencies	38	Merchandising	22
Agency Appointments	41	Network Accounts	51
Behind the Mike	32	Personal Notes	31
Buyers of Time	39	Purely Programs	26
Classified Advertisements	53	Radio Advertisers	37
Control Room	35	Station Accounts	36
Editorials	30	Studio Notes	42
FCC Actions	52	We Pay Respects	31
Meet the Ladies	34	Hix Cartoon	54

Wins Over Listeners

Washington's ONLY
24 Hour Station
- 1,000 Watts
- 1,400,000 Potential Audience

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC. Cooperative Sales Representative

How to keep 'em listening

WCAU's formula for keeping them tuned to WCAU is "all out", day in and day out promotion. In the first three months of 1942, WCAU used 51,000 lines of display advertising in Philadelphia's three leading newspapers; The Evening Bulletin, The Inquirer and The Record, whose combined circulation is 1,294,044. A total of 491 individual insertions were made, at least 3 for every commercial program and outstanding station feature broadcast by WCAU. And that, by the way, is just one illustration of how WCAU keeps working, to keep 'em listening—to WCAU!

WCAU

50,000 WATTS IN ALL DIRECTIONS

Philadelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS. Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. . . . Boston, Mass • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Co.

DETROIT IS BOOMING *Now*

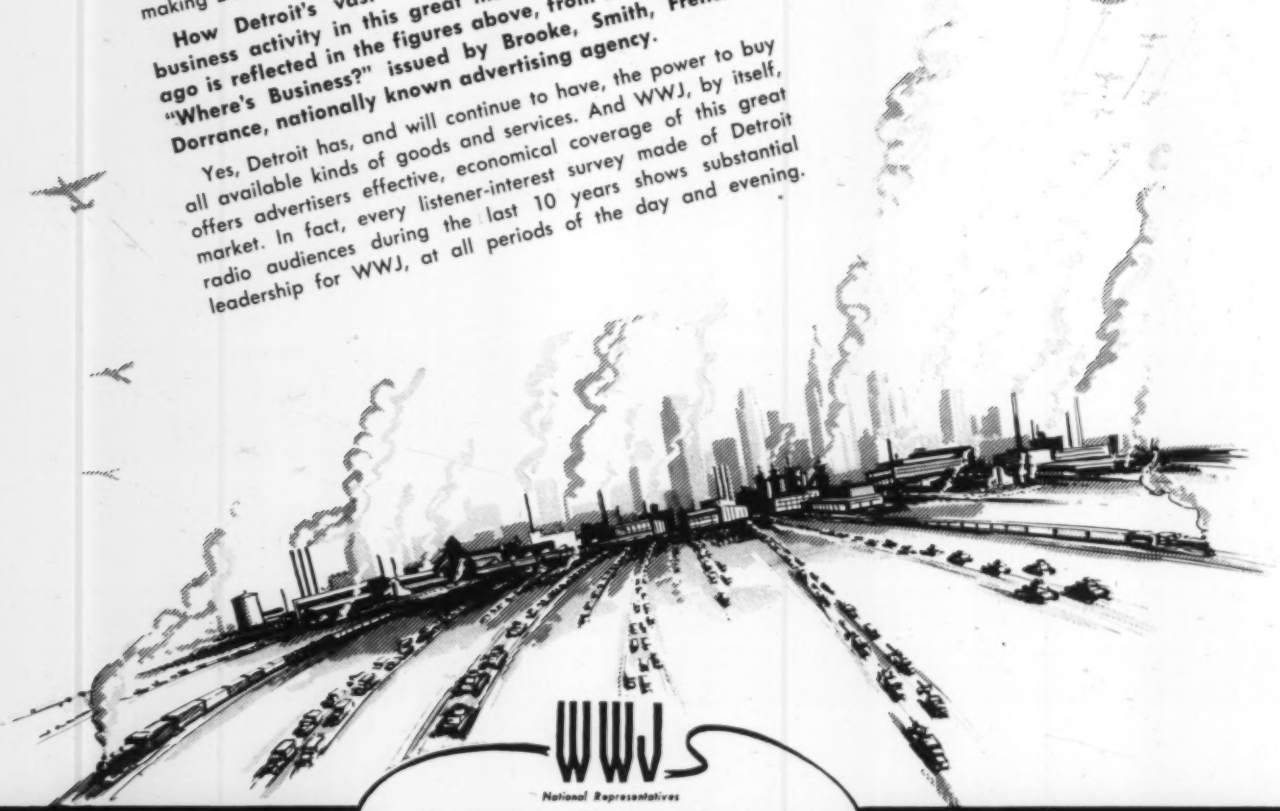
TRADING AREA	MAR. 1, '42	FEB. 1, '42	MAR. 1, '41
MICHIGAN	%	%	%
Detroit	+36	+27	+10
Flint	+13	+13	− 1
Grand Rapids	+24	+15	+ 1
Jackson	+38	+34	− 9
Kalamazoo	+30	+27	+10
Lansing	+52	+29	+ 6
Saginaw	+29	+24	+10

Out of the shrill whine of high-speed cutting tools, beneath billowing gray-black smoke from towering stacks, there is emerging in Detroit the greatest arsenal on earth. Gigantic peace-time industries of a year ago are rapidly being converted for mass war production. Soon their might will be felt around the world.

In addition, many other Detroit plants already on full war production are working 24 hours a day, seven days a week. It is estimated that factories in this area will soon furnish employment to a million of the highest paid workers in the country, making Detroit the greatest industrial market of all time!

How Detroit's vast war effort has already boomed business activity in this great market 26% OVER a year ago is reflected in the figures above, from the publication "Where's Business?" issued by Brooke, Smith, French & Dorrance, nationally known advertising agency.

Yes, Detroit has, and will continue to have, the power to buy all available kinds of goods and services. And WWJ, by itself, offers advertisers effective, economical coverage of this great market. In fact, every listener-interest survey made of Detroit radio audiences during the last 10 years shows substantial leadership for WWJ, at all periods of the day and evening.



WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Member NBC
Basic Red Network

Associate Station
W45D FM

The two Carolinas, almost equally divided between **INDUSTRY** and **AGRICULTURE**, provide a steady, balanced and year-around market.

Charlotte, at the **CENTER** of this rich area is the hub of distribution for the Carolinas.

WBT, with 50,000 watts located in Charlotte, is the logical center from which to relay your sales message to this thriving market.

WBT

50,000 WATTS, CHARLOTTE • THE STATION AN AUDIENCE BUILT

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: Los Angeles, San Francisco, New York, Chicago, St. Louis

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

DALTON LEMASURIER

OWNER AND MANAGER, KDAL, DULUTH

1926—While attending high school he served as part-time announcer and operator of KFJM, the University of North Dakota station.

1929—Left University of North Dakota to go with WDAY, Fargo, N. D.

1930—Assumed management of KFJM for the University. Managed KFJM until November, 1941.

1936—Established Radio Station KDAL in Duluth, Minnesota.

1941—Became owner of Station KILO, successor to KFJM, in Grand Forks, North Dakota. Boosted KDAL to dominating position in Duluth market with 1000 watts, 610 k. c., CBS.

FAR be it from us to claim the power of prophecy—but here is a young man who has already come a long, long way in radio, and who we believe is destined to go a very great deal further. Because Dalton LeMasurier has developed both a technique and a habit of *doing* the things that other people call "impossible"—and now, in his early thirties, is owner and general manager of *two* successful radio stations!

When it comes to doing "the impossible", we of Free & Peters have a pretty good record, too. We have brought together a group of *well-managed* stations in which there is not one single dud—have built an organization of highly-skilled radio specialists to interpret them to you—have organized such dependable methods and facilities that many large agencies and advertisers use us virtually as a department of their own businesses.

Yes, before Free & Peters started in business, most advertisers would have said it was "impossible" to buy and use *spot-radio* as easily and conveniently as it is today. For that, most of the people in radio give us considerable credit. And that's the way we'll continue to work, in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6475 — NEW YORK: 247 Park Ave. Plaza 5-4151 — SAN FRANCISCO: 111 Sutter Sutter 4353 — HOLLYWOOD: 1512 N. Gordon Gladstone 5949 — ATLANTA: 122 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22. No. 14 WASHINGTON, D. C., APRIL 6, 1942 $5.00 A YEAR—15c A COPY

Aroused House Seen as Probe Hits Cox

Resentment Noted Over Justice Inquiry

FIREWORKS aplenty on Capitol Hill over alleged tactics of the FCC majority, headed by Chairman James Lawrence Fly, in attempting to block passage of the Cox Resolution are predicted when the House reconvenes April 13 following its Easter quasi-recess.

Disclosure last week that the Dept. of Justice is investigating charges that Rep. Eugene Cox (D-Ga.), author of the resolution for a select committee inquiry into the FCC, had acted improperly in representing WALB, Albany, Ga., precipitated the new wave of Congressional resentment. Rep. Cox himself angrily denounced the reports and promised to answer the "attempted smear" on the House floor when the full membership is present.

May Call Fly Again

The resolution itself is still pending before the House Rules Committee. Chairman Fly last month made two appearances in opposition to the measure and, among other things, denied knowledge of any effort to block its passage. The committee is expected to meet again during the April 13 week, with Chairman Fly to make a third appearance and with at least one other witness to be called by Rep. Cox.

Whereas some doubt had been expressed as to favorable action on the resolution prior to the Dept. of Justice disclosure, development of this incident was expected to enhance its chances of approval. In informed quarters it was freely stated that the inquiry into the Albany, Ga., affair had been instituted by the FCC. As a matter of fact, word had seeped out several weeks ago that it had been discussed in mid-March at an FCC meeting.

First disclosure of the Cox incident came March 28 in a story published by the New York tabloid *PM*. It related that the Dept. of Justice had been asked to investigate the exchange of $2,500 checks between Rep. Cox and the Herald Broadcasting Co. of Albany, licensee of WALB. Photostats of a number of documents had been received by the Department, it was said, but the source had not been disclosed.

The Department last Tuesday confirmed the report that it had received photostats of checks exchanged between the Congressman and the Herald Broadcasting Co., and said the matter was "in the hands of its Criminal Cases Division".

The *PM* story stated that the photostats included a $2,500 check dated Aug. 15, 1941, signed by Rep. Cox, payable to the Albany Herald Broadcasting Co.; a check dated Aug. 18, 1941, three days later, signed by C. D. Tounsley, secretary-treasurer of the broadcasting company, and payable to Rep. Cox; a $2,500 deposit slip made out to the account of Rep. Cox in the City National Bank of Albany; a voucher stating that the $2,500 check to Rep. Cox was for "legal expense"; a statement by Mr. Tounsley declaring that the check given Rep. Cox was for "future services".

The *PM* story stated further that the check for $2,500 given to the company by the Congressman was in payment of 25 shares of stock in the station, which operates on 1590 kc. with 1,000 watts. The payment of $2,500 to Judge Cox three days later, explains *PM*, "exactly equalled the payment made by him to the company."

Station Ownership

FCC public records do not reveal Rep. Cox as a stockholder in WALB. The largest single stockholder, as of June 25, 1940, was H. T. McIntosh, publisher of the *Albany Herald*, with 55% or 185 shares. J. A. Davis is shown as the owner of 77 shares or 23% of the stock. All other stockholders listed hold not more than 20 shares, or 6%.

The Dept. of Justice has been asked, according to *PM* (but it does not say by whom), "to find out whether the stock was returned or still is owned by Cox".

Friendly Interest?

After pointing out that Rep. Cox has interested himself in pending applications filed by WALB for a change in facilities, as well as in past applications, the *PM* article continued that the department has been asked "to investigate whether this was the friendly interest which a Congressman might normally take in the affairs of a constituent or whether he was, in effect, serving as counsel to the company".

Further, it was stated the Department has been asked to ascertain whether the effect of the check and stock transactions was to give Rep. Cox $2,500 worth of stock in the station and, if so, was this a payment for legal services.

In a follow-up article published in the March 30 *PM*, it was stated that among documents received by the department were minutes of the Herald Broadcasting Co. showing that in April, 1940, Rep. Cox was asked to serve as its counsel.

The Department admits, *PM* added, that there is "no impropriety in a Congressman acting as counsel for a private client". But the newspaper stated that to this "there is only one exception—a Congressman may act as attorney except in cases before some Federal agency". Then it brought out that Section 113 of the Federal Criminal Code "makes it a felony for a Government official, elected or appointed, to represent a client before any other bureau or department of the Government".

Named Acting Speaker

No comment was forthcoming from Chairman Fly following publication of the *PM* stories. Rep. Cox, however, announced in a statement that he would follow through as soon as Congress returns from its informal Easter holiday. He was named Acting Speaker of the House by Speaker Rayburn for the quasi-recess, and apparently felt it was

AFM's Strike Against MBS Ended as Net Cuts Off WSIX

Musicians Locals in Dozen Cities Negotiating In Effort to Broaden Employment Payrolls

RADIO'S shortest strike, lasting only a few minutes, was called at 4 p.m. last Thursday by the American Federation of Musicians against MBS, withdrawing all musicians from the network's programs, both commercial and sustaining, to insure that no such program might reach WSIX, MBS affiliate in Nashville, against which the AFM local in Nashville is striking.

Strike was terminated almost as soon as it began when the network stopped its service of musical programs to WSIX, thus achieving the result desired by the AFM. Strike lasted only for the few minutes necessary for the network to notify WSIX of the action and to report to the AFM that it had been taken.

Remotes Restored

No programs were affected by the strike, whose termination also brought about a restoration to MBS of its remote dance band pickups which the union had ordered off March 16 in protest against the failure of WSIX and WGRC, Louisville, to reach agreements with their local musicians' unions. The Louisville dispute was ended more than a week ago [BROADCASTING, March 30].

Meanwhile, it was learned that AFM locals, acting in conjunction with national headquarters, are seeking to negotiate increased employment in a dozen cities. Last weekend conversations were particularly active in Baltimore and Scranton.

Weber Explains

All signs pointed to redoubled activity by AFM, in advance of its convention in Dallas in June, to broaden the employment and payroll base generally. Emphasis is being placed upon network affiliations and purported loss of employment in stations using a preponderance of network programs.

Explaining MBS' action in withdrawing service from an affiliated station rather than face a general network strike, Fred Weber, general manager, stated that "discontinuance of service to the Nashville affiliate was unavoidable, in view of the fact that 198 other Mutual

(*Continued on page 48*)

wrong for him to answer the allegations until he could do so from the floor during regular House proceedings.

That Rep. Cox has an explosion in mind was made clear in the statement he released last Tuesday. "I do not propose to let an attempted smear of my official record go unchallenged," he said. "The inspired attack made upon me in the newspaper *PM* will be answered in an address to the House when full membership is present following the Easter holidays. There is nothing whatever in the transaction discussed that is of the slightest discredit to any person involved. This is another attempt to stop a member of Congress in the prosecution of an inquiry which bureaucrats oppose. This is one instance where the Gestapo methods of the FCC will not succeed."

Precisely how the story "leaked" is not known. Some observers inclined to the view that it was given out by an FCC attorney or investigator who had been sent to Albany to inquire into the whole affair. That the FCC was looking into the matter shortly after introduction of the Cox Resolution Feb. 2, was known in informed radio circles, and even Rep. Cox himself, during his questioning of Chairman Fly, asked about the "perfect army of ambitious young men" used in investigations.

At a meeting of the FCC in mid-March, it is understood, the full Commission was told of the "discoveries" in connection with the WALB case. At that time the talk was that the majority could retaliate anytime it wished, through Dept. of Justice criminal proceedings.

Despite all this, publication of the story in *PM* was regarded as "premature" and embarrassing to Chairman Fly. The fact that Chairman Fly's term on the FCC expires June 30 also becomes a factor in the proceedings.

Others Have Stock

As for ownership of stock in broadcasting stations, the records show there are at least a half-dozen members of Congress who hold majority or minority interests in stations. The FCC only March 24 authorized a new station in Elkins, W. Va. [BROADCASTING, March 30], in which a minority stockholder is Rep. Jennings Randolph (D-W. Va.). An application for a new station in Topeka, recently filed, lists Senators Robert M. LaFollette (Prog.-Wis.) and D. Worth Clark (D-Idaho) as stockholders.

The Cox Resolution (HRes 426) proposes appointment of a select committee of five members of the House to investigate "the organization, personnel and activities of the FCC with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest."

Rep. Cox has stated he proposed to retain special counsel for the committee, should the House authorize the investigation, along with several "high type" investigators. Substantial support on the committee for the proposal has been indicated but it was thought, prior to the Dept. of Justice disclosure, that the House might finally vote to refer the entire matter to the Interstate & Foreign Commerce Committee, in which radio legislation normally originates.

Hearings Start April 14

The latter committee, headed by Rep. Lea (D-Cal.), is slated to begin hearings April 14 on the Sanders Bill for amendment of the Communications Act of 1934. It covers a plan for full-scale reorganization of the FCC, with one division of three members assigned to broadcasting and related matters and the second division to common carrier regulation, with the chairman as executive officer, having no regular vote on either division.

Plans already are under way for presentation of testimony to this committee. The FCC will be called to give its views. Whether or not the Cox Resolution is acted upon by the time the hearings open, it is a foregone certainty that committee members will want to know about many of the FCC's recent activities under the stewardship of Chairman Fly.

Merger of War News Offices Considered by the President

DESCRIBING the problem as "highly technical," President Roosevelt at his press conference last Friday disclosed that he is considering some sort of merger of the Government's information agencies, but declined to indicate who would head the new setup. Asked whether it would be Alexander F. (Casey) Jones, managing editor of the *Washington Post*, the President declared it would be "neither Casey nor Jesse."

Meanwhile, many reports are current in Washington regarding a proposed new War Information Administration [BROADCASTING, March 16] which, it has been said, would absorb the present information services of the Army and Navy, the Office of Emergency Management, the Maritime Commission and the Office of Facts & Figures—and also might take over the entire functions of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) and the Office of the Coordinator of Information (Donovan Committee).

It is believed consideration of the new information setup is the reason for the slowness of action on proposals to take over the international shortwave broadcasting services [BROADCASTING, March 30]. The plan to subsidize the shortwave stations has been placed in the hands of the President and the Budget Bureau, and it is possible it is being held up pending the decision on a War Information Administration.

Such a new agency, it is said, might be the funnel through which all Government war news might be issued, but it is understood the Army and Navy have already objected to issuing their war communiques through any civilian agency. Credence is lent to absorption of the Donovan Committee by the fact that Col. Donovan has made no secret of his desire to go into active military service.

The Office of Censorship, it is understood, would remain outside the fold of this agency, being concerned primarily with what should not be broadcast and published. However, Byron Price, chief censor, has been mentioned for the new job as have Archibald MacLeish, chief of the OFF; Lowell Mellett, director of the Office of Government Reports and administrative aide to the President; Elmer Davis, CBS news analyst; Walter Lippman, newspaper columnist. It has been said the new job might be given Cabinet rank.

WTAG, in Worcester, Becomes CBS Affiliate

FORMAL announcement of the affiliation of WTAG, Worcester, with CBS as a basic station on April 5, 1943, was made last week by E. E. (Ted) Hill, managing director. The station is owned and operated by the *Worcester Telegram* and the *Evening Gazette*.

WTAG will replace WORC as the CBS outlet, but becomes the first station in Worcester to operate as a basic outlet of CBS. No announcement yet has been made regarding plans of NBC for Worcester, with termination of WTAG's affiliation next year. WNAC, Boston, owned by the Yankee Network, is moving to Worcester and will be the fourth outlet in that city. A construction permit for WMAW is held by C. T. Sherer Co. Inc., having been authorized last year for operation on 1230 kc. with 250 watts. WTAG has been a member of NBC since 1926. It operates with 5,000 watts fulltime on 580 kc.

PRIVATE GORDON GRAY
WSJS Owner Enlists in Army, Ignoring Deferment

IT WILL BE Buck Private Gordon Gray sometime this month.

The wealthy owner of WSJS, Winston-Salem, on March 28 volunteered for the Army despite the fact that he was classified as 3-A. He waived dependency.

Mr. Gray expects to be inducted with the next batch of trainees from Winston-Salem and will undergo three months' preliminary basic training. If he qualifies, he will go to a competitive officers' training school. He hasn't announced plans for operation of his station or newspaper or other business interests during his service.

7 More Affiliates Acquired by Blue
WSRR, WNAB, WELI, WCFI, KBUR, KRMD and WSPR

SEVEN NEW affiliates were announced by the BLUE last week: WSRR, Stamford; WNAB, Bridgeport; WELI, New Haven; WFCI, Pawtucket; KBUR, Burlington, KRMD, Shreveport, and WSPR, Springfield.

WSRR, owned by Stephen R. Rintoul, radio executive of The Katz Agency Inc., newspaper and station representative organization, operates with 250 watts power on 1400 kc. It will join the BLUE April 15. The two other Connecticut stations, WELI, with 1,000 watts daytime and 500 watts nighttime power on 960 kc., and WNAB, with 250 watts on 1450 kc., are scheduled to join the BLUE June 15, date that WICC, Bridgeport, which is now affiliated with both BLUE and MBS, becomes an exclusive MBS outlet.

Other Affiliations

WFCI, using 1000 watts power on 1420 kc., also joins the BLUE June 15, when WEAN, Providence, also drops its BLUE affiliation to become exclusively MBS. WFCI is currently an MBS outlet.

WSPR, now on MBS, will join the BLUE Sept. 29. It operates on 1270 kc. with 500 watts.

Following the previous announcement that WHDH, Boston, will go BLUE June 15 [BROADCASTING, March 30], the BLUE status in New England as it will be after June 15—when the Shepard stations which now are oulets for both BLUE and MBS programs drop their BLUE affiliations and when the Westinghouse stations WBZ-WBZA, Boston-Springfield, move from the BLUE to NBC—is now fairly well clarified with the exception of Worcester. In addition to the stations already mentioned, WNBC, Hartford - New Britain, and WMUR, Manchester, are also BLUE affiliates, and NBC's Maine stations, WRDO, Augusta, and WLBZ, Bangor, carry BLUE programs.

KBUR, Burlington, Ia., which joins the BLUE June 1, operates with 250 watts on 1490 kc. KBUR's general manager, Joe DuMond, is a stockholder in KXEL, 50-kw station now under construction in Waterloo, Ia., which also joins the BLUE [BROADCASTING, March 30]. KRMD, Shreveport, will become a member of the BLUE's Southern Group Sept. 1. Station operates with 250 watts on 1340 kc.

Ex-Lax Renewing

EX-LAX Inc., Brooklyn, the early part of this month is signing renewal contracts with the large list of stations throughout the country carrying its spot announcement schedule. No official count of the stations is available from Joseph Katz Co., New York, agency in charge.

Wine Industry Turns to Air Campaigns

Gain of 28% Is Noted Over Last Year in Time Purchased

AN UPSURGE of wine accounts on the air has been perceptible in recent months as the thriving American wine industry reports sales up 28% over last year. Placing partially through their regional and local distributors, big wine producers have been buying more and more time both for name and direct sales advertising, with this spring apparently to be the biggest season of such advertising in history.

Some stations, in line with self-imposed policy, are refusing to accept wine accounts—but these are in the minority. Wines and beers are not frowned upon by the authorities in the same sense as hard liquors, the latter practically uniformly being barred from the air.

Coast Problem

While considerable activity was noted by BROADCASTING'S correspondents in wine advertising in the East and Midwest, it is a curious anomaly that West Coast wineries and distributors continue to invest most of their advertising money in "branded-at-the-winery" advertising, using newspapers, billboards and other media, but not radio to any great extent.

Despite the fact that there are some 500 wineries in California and more than 90% of the beverage produced in the United States comes from that State, agency men declare there are many restrictions on the West Coast that bar wine advertisers from utilizing radio time. For example, Oregon stations are barred by State law from carrying wine advertising during weekdays before 10 p. m. There are also beverage restrictions in the State of Washington.

Since there are no State laws prohibiting it, the majority of California stations accept such accounts without restrictions and it is reported that the Pacific Coast BLUE has been making a concentrated drive for wine accounts, but has been stymied by isolated restrictions laid down by some of its affiliated stations.

Largest user of radio time among wine companies in the New York area is K. Arakelian Inc., Long Island City, which in mid-December increased its schedule on WNEW, New York, by 33⅓% with a 52-week non-cancellable contract. This included 1,267 15-second cut-in announcements, 936 one-minute announcements and 312 quarter-hour musical programs, all promoting Mission Bell wines. Arakelian also uses 54 spots weekly on WINS, New York, a minimum of 18 announcements a week on WORL, WHDH and WMEX, Boston; WORC, Worcester; WMAS, Springfield.

The agency placing these accounts, Firestone Adv. Service, New York, also handles the company's West Coast schedule of six weekly news programs on KYA, San Francisco, and 17 spots weekly on KJBS, San Francisco, and KLX, Oakland. Mission Bell also has a current schedule in Chicago, which includes 10 quarter-hour periods a week and 7 one-minute announcements a day on WCFL; 6 half-hour and 2 quarter-hour periods on WIND, Gary; 7 one-minute announcements on WJJD.

Outside of Chicago, the company is using 3 quarter-hour periods weekly on WIRE, Indianapolis; 6 quarter-hours and 14 one-minute spot announcements weekly on WCBS, Springfield, Ill.; 30 one-minute announcements weekly on KCMO, Kansas City; a quarter-hour weekly on WCLO, Janesville, Wis.; 6 quarter-hours and 6 one-minute announcements on WTMV, East St. Louis, Ill. Midwestern advertising for Arakelian is handled by Schwimmer & Scott, Chicago.

Eastern Wine Series

Eastern Wine Corp., New York, in its annual spring campaign in markets on the Eastern Seaboard, this year is using eight stations. In past years the company has spent close to $5,000 in spot radio for Chateau Martin, Sun-Rich, other wines and vermouth, especially identifying them with the live trademark of "Gaston," who sang their praises in broken English with the catch-phrases "I'm Nuts About the Good Old OO-Ess-Ay", and "I Go Queeck and Get My Ceetizen Papers". Agency handling this account is H. C. Morris & Co., New York.

Roma Wine Co., Fresno, Cal., places its eastern radio advertising through Bermingham, Castleman & Pierce, New York. Currently it is using WNEW, New York, on a 52-week schedule, including 12 quarter-hours, 3 five-minute periods and 30 spot announcements weekly; WOR, New York, a weekly quarter-hour program titled *Short Short Story;* 54 transcribed announcements weekly on WINS, New York; foreign language announcements on WBNX, New York, WBYN, Brooklyn, and WHOM, Jersey City.

Roma's San Francisco office has been a consistent user of spot radio, shifting its account in early March to McCann-Erickson's branch in that city. Its advertising plans call for continued use of radio time, along with other media, in addition to the newscasts and spots already being purchased.

In Chicago it is reported preparing to sponsor a quarter-hour newscast on an unselected station, placed through Robert Kahn Associates, which handles its Midwest advertising.

Paul Garrett Testing

The Brooklyn winery, Garrett & Co., since mid-February has been testing for a 10-week period a total of 370 announcements on 11 stations in New England. The campaign promotes Virginia Dare wines and Paul Garrett wines and champagne. Agency is Ruthrauff & Ryan, New York.

Chicago branch of that agency recently placed on WGN, as a test, a half-hour musical program titled

(*Continued on page 40*)

Ban on Tank Cars To Hurt Wineries

Eastern Bottling Plants to Feel Effects of Action

MANY Eastern wine companies will be hit by the Government's decision to appropriate all tank cars after June 1 to transport material and fluids vital to the war. Up to now many Eastern companies have used these cars to convey the necessary fruit juices and distilled substance from California to the East Coast for bottling and local distribution there. This ruling will cripple Eastern companies having no bottling plants in California.

Golan Wine Inc., Los Angeles, seems to have acted in time, however, having just completed several large bottling plants on the Coast. Consequently, it will now be able to ship cases of wine eastward via regular freight cars.

Big Golan Budget

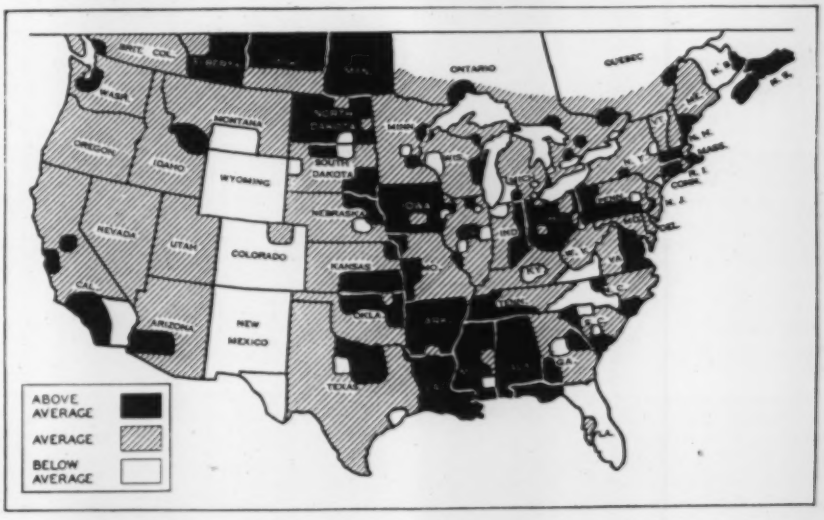
Already maintaining a large marketing operation, Golan's plans for 1942 call for the distribution of 6 million cases. To insure the success of this marketing operation, it has appropriated a million dollars for radio advertising out of a total advertising appropriation of $1,500,000.

Beginning March 30, Golan released a campaign in the New York area through Brown & Spector, New York agency, to introduce their wines—Legend, Golan, La-Nago, IVC—to the low income groups of the New York area. All of these wines sell for 59 and 79 cents a quart.

Live and transcribed announcements comprise the schedule. Transcribed announcements prepared by the Columbia Record Corp. vary from 20 seconds to one minute.

UNITED BUSINESS FORECAST MAP FOR APRIL

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada. The figures on each side of the map are percentage comparisons of business volumes with a year ago by States and Canadian provinces, based on check transactions for the latest complete month.



NEW ENG.	
Maine	+61.9
N. H.	+16.3
Vermont	+14.3
Mass.	+16.6
R. I.	+33.3
Conn.	+29.5

MID. ATLANTIC	
N. Y.	+16.3
N. J.	+21.7
Penn.	+30.3

SO. ATLANTIC	
Del.	+13.9
Md.	+23.9
Va.	+20.6
W. Va.	+18.5
N. C.	+18.6
S. C.	+14.9
Georgia	+20.7
Florida	+11.4

E. NO. CENT.	
Ohio	+25.5
Indiana	+25.9
Illinois	+17.2
Mich.	+13.6
Wis.	+33.3

W. NO. CENT.	
Minn.	+30.3
Iowa	+24.9
Mo.	+23.9
N. D.	+23.0
S. D.	+37.3
Neb.	+37.1
Kansas	+33.6

E. SO. CENT.	
Ky.	+13.9
Tenn.	+26.4
Alabama	+46.0
Miss.	+37.4

W. SO. CENT.	
Ark.	+49.6
La.	+16.9
Okla.	+23.0
Texas	+34.2

MOUNTAIN	
Montana	+ 4.6
Idaho	+30.2
Wyo.	+ 2.8
Colo.	+14.4
N. Mex.	+ 6.0
Arizona	+34.0
Utah	+30.2
Nevada	+19.3

PACIFIC	
Wash.	+23.6
Oregon	+34.8
Calif.	+20.9

CANADA	
N. S.	+16.9
N. Brun.	+10.0
Quebec	+ 7.5
Ontario	+ 6.6
Man.	+18.3
Sask.	+12.9
Alberta	+30.5
B. Col.	+12.3

Radio and the Farmer During the War

Production Must Rise; Industry Told How It Can Help

By MORSE SALISBURY
Director of Information
U. S. Department of Agriculture

FROM the days of the Macedonian phalanx to the pesent moment of mechanized divisions, change in tactics, weapons and organization has been the rule of making war. But a few factors have remained constant.

Mr. Salisbury

The most constant has been the one summed up by Frederick the Great in the dictum that "An Army, like a serpent, travels on its belly."

That's as true today as at any time since men organized armies to fight wars. So farm production today, as always, is indispensable to victory. You can't fight without grub. Nor can you make munitions without eating pretty regularly. So, as Secretary of Agriculture Wickard puts it, "Food will win the war and write the peace."

Farmer Army

America's 6 million farm families are in the front line of the wartime production army. They must work together and adjust their production to the needs of the nation and our allies. The nation calls on them to raise more of the protein foods—meat, milk, eggs, beans—more of the fats and oils, things we used to import from the Pacific lands and can't bring in any more — peanuts, soy beans, flaxseed—and less of the things that we already have in great abundance—wheat; about the same of things in which we just need to keep up the present supply—cotton and tobacco.

The total need is for a total farm production greater than we've ever had in history. Get this: American farm production set a new record in 1940, it set a second new record in 1941. Now the nation is asking the 6 million farm families to turn out a still higher record output in 1942.

Get this also: Farmers have got to do this job with less labor, less machinery, and less of the usual production supplies like fertilizer and spray materials.

In short, farmers are taking on about the toughest production job of any American group.

And it's tougher to organize them for the job than it is to organize any other American group. If you want to step up production in a line of industry, you can call a roomful of people together and talk directly to the men or women who control the whole industry.

We don't have any rooms that will hold 6 million farmers. So when the people's Government calls upon the farming people to change their production schedules all around, and to step up the total output in spite of shortages in labor and supplies, just about the hugest war time job of getting out information is involved.

The arm of the people's Government which carries on the agricultural services—the Department of Agriculture and associated agencies—depends in part on farmers themselves to place the facts before all the farm families. The community and county committeemen of the AAA and the volunteer community leaders of the Federal-State extension services are busy every day on the telephone and by calling on their neighbors to get this story of the nation's needs and each farm's part in supplying the needs before every last farm family.

But just as strongly, the Department and associated agencies rely upon the people who operate the mass communications media of the nation to help get the facts to the farm families. As the tires grow thinner and there can be less visiting back and forth, the people's Government and the farm people themselves will depend more and more upon these media—radio and the press.

Radio's Part

Every station that serves a substantial farm audience can help the nation's war program by helping get the facts to farm people about (a) the kind and the amount of production of crops and animals that ought to come from each State and county to meet the nation's war production schedule; (b) the helps that Government can give them in conserving supplies and averting shortages of supplies and labor; (c) more importantly, the things that individual farm families have worked out to do themselves in order to meet their production schedules in the face of shortages of supplies and labor; (d) the unified effort of all America in this war, of which effort farm production is an integral part.

How should a station go about carrying on this part of its war time job? Well, it seems to me, the pattern has been set by nearly 100 stations which already have put on staff members to organize and carry on the services for farm listeners. The Government agencies obviously can't organize a program for every station.

And, equally obviously, if they could, they wouldn't put it on as well as the station which knows how to be of maximum service to its particular listening group. The station management can be of maximum service, it seems to me, by making one of the staff members responsible for planning and carrying through the farm broadcasting. And I don't mean just farm service programs.

There needs to be some chain-break announcing of a slogan type. Some insertion of special appeals in programs that are popular with farmers. Some special search for news of the progress of the farm production effort in the coverage area of the station and recommendation of actions to be taken by individual farmers which can go into the news programs in each day's schedule; And, I make bold to suggest, some special promotional stunts.

Promotion Stunts

Here's one that I think would be a natural: In spite of all the help that Government can give and all ingenuity that farmers themselves can bring to bear on the problem, the only way of making up for

(*Continued on page 44*)

LOCAL BOARDS GIVE FEWER DEFERMENTS

ACTIONS taken by local draft boards—principally the weeding out of previously considered "indispensable" men—and the revised attitude of Selective Service Headquarters on qualifications for deferment point to increasing induction of radio technicians and other station employes, it was indicated in Washington last week.

Conjecture arising from the growing scarcity of 1-A men and the increasingly great need for manpower as United States forces leave for overseas fronts, held that it would be reasonable to predict that many men who had been considered as "necessary for the maintenance of the national social structure" will find tightening restrictions gradually eliminating them from that classification.

Also pointing to greater induction of station personnel, particularly technicians, is the growing need for men in service with radio experience as indicated by the various inducements offered men with this experience by the Army and Navy and the drives undertaken by the services to recruit technical men. The Army Signal Corps will shortly undertake a drive for technically trained workers to fill civilian positions for wartime work.

Wests Drop Paper

INTERESTS associated with the late James M. West, Texas capitalist, who are applicants for authority to purchase KTBC, Austin, for $50,000, on March 26 suspended publication of the *Dallas Journal* due to wartime conditions. West Publishers Inc., in which the principals are Wesley West and J. Marion West, his sons, will continue to publish the *Austin Daily Tribune*. The West interests also formerly were applicants for new stations in Dallas, Houston and other Texas cities, but do not at present hold any radio interests.

SOLDIERS, SAILORS AND MARINES are the real commanders of *Command Performance*, but here are eight of the men at home who make the program's wheels go 'round. The weekly show, recorded and shortwaved every Sunday to America's armed forces all over the world, is written and produced under supervision of the Radio Branch of the Bureau of Public Relations of the War Department. Gathered in CBS Playhouse No. 3 after the March 28 *Command Performance* in New York are (l to r): Glenn Wheaton, of the Radio Branch, writer of the shows; Howard Reilly, assistant to Vick Knight, producer; Mr. Knight, who has joined the Radio Branch staff to devote full time to the production; Louis G. Cowan, owner of the *Quiz Kids* program and consultant to the Radio Branch; Maj. Gen. A. D. Surles, director of the Army Bureau of Public Relations; John Cullom, agency liaison for the Radio Branch; Ed Kirby, chief, and Bob Coleson, administrative executive of the Radio Branch. Mr. Wheaton and Mr. Knight will headquarter on the West Coast during the next several weeks, with the show originating there.

★ Like huge augers, rotary rigs bore thousands of feet for the oil and gas wealth that makes the KWKH area one of the richest in the world.

STABBIN' A JOINT

*CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.

Deeper, deeper into the wealth of spendable oil and gas income go the augers of KWKH advertisers. Even with production controlled, the world's richest oil and gas wells are pouring millions of dollars into the pockets of farmers, lease-holders, drillers, producers—all the thousands of persons identified with the industry. KWKH stands in the heart of the area—holds an influential hand on the purse-strings of 370,000 radio families.*

Buy KWKH for dominant coverage of the oil-gas market . . . a market selected by federal and army agencies for more than 300 million dollars of war construction . . . a market that has gushed new wealth for scores of KWKH advertisers.

Member South Central Quality Network

CBS **50 KW**

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT, LA.

The *SELLING POWER* in the *BUYING MARKET*

Wray Heads Firm To Acquire KTHS

50 kw. and Moving of Site Included in Provisions

A NEW DEAL for the disposition of KTHS, licensed to the Hot Springs (Ark.) Chamber of Commerce, was disclosed last week with the filing of an application for transfer to Radio Broadcasting Inc., an Arkansas corporation headed by George D. Wray, automobile dealer of Shreveport, Baton Rouge, Chattanooga and Marshall, Tex.

The transferee corporation has been authorized to issue 750 shares of 6% preferred stock, par $100, and 2,000 shares of common stock, same par, with one-fourth of the common stock already subscribed to. Mr. Wray, holds 200 shares, and is president of the new company; Allen D. Morris, vice-president, also a Shreveport auto dealer, holds 200 shares; and P. E. Furlow, associated with Mr. Wray, holds 100 shares.

Other Provisions

Under the deal, Radio Broadcasting Inc. would pay $12,000 cash to the Hot Springs Chamber of Commerce, whose membership is understood to have voted in favor of the transaction, and this cash is to be used to clear up outstanding indebtedness.

All of the 750 shares of preferred stock would be held by the Chamber of Commerce, but would be callable in 10 years at 105%. In addition, if the FCC approves a 50,000-watt construction permit for KTHS and its removal to a more favorable site, the company agrees to pay the Chamber of Commerce an additional $5,000 cash one year after construction and $10,000 two years after construction.

Also involved in the deal is a 10-year agreement under which six 50-word spot announcements would be carried daily in the interests of Hot Springs, the State of Arkansas or the Federal Government.

This deal follows the dropping [BROADCASTING, Feb. 23] of a project under which Col. Tom H. Barton, Arkansas oil magnate and owner of KARK, Little Rock, and KELD, El Dorado, would have purchased KTHS and moved it about 50 miles nearer Little Rock. The Barton deal was dropped when the FCC insisted that Col. Barton relinquish KARK upon acquiring control of KTHS.

Gulf Spray Placing

GULF OIL Corp., Pittsburgh, is preparing its annual campaign for Spray Insecticides to start early in May. Series features twice-weekly quarter-hour transcriptions by Jack Berch, and station list is now under consideration. Gulf also has announced that when it starts *We, the People* April 26 as a summer replacement for *Screen Guild Theatre*, the title will be changed to *We, the People at War*. Agency is Young & Rubicam, New York.

Radio Reporting Tougher, Says Brown; Plans Tour, Then Return to Warfront

THE RADIO correspondent abroad has a tougher job than the newspaper war reporter, Cecil Brown, CBS foreign correspondent, stated at a press conference in New York last Tuesday, immediately following his return from Australia. "And that's true on both sides of the fence," he declared. "In both Rome and Singapore the official view is that the power of the spoken word is so much greater than that of the printed word that a radio correspondent cannot be allowed the same 'freedom' as a newspaper man.

"It's incredible, the fighting you have to go through in order to get out the simplest story," he continued. "In my first broadcast from Australia I worked for five hours with the censor and in Singapore I once spent 14 hours with the censor on a single story." He added that the radio man has the double job of getting his story and then getting facilities to get it out to America, whereas the newspaperman is finished when he puts his story on the cable.

Aboard *Repulse*

Aboard the British warship *Repulse* last December when she and her sister ship, *Prince of Wales*, were sunk by Japanese torpedoes, Cecil Brown broke the story with a graphic report broadcast on CBS a few hours after he had been rescued. His eye-witness report of the battle in which the ships were lost won him such honors as the award of the national journalistic fraternity, Sigma Delta Chi, for the best news reporting of 1941 and the Overseas Press Club award for outstanding radio reporting.

Expelled from Italy for offending Fascist officialdom with his outspoken broadcasts, Mr. Brown was subsequently barred from the air by British authorities in Singapore for the same cause. Lashing out at such censorship, he insisted that it is the duty of every correspondent to tell the truth and as much of the truth as he can within the limits of military security.

"If you're asking people to die," he declared, "and they have the courage to die, they have the right to know why they are dying. I have been in places where people were asked to die but were refused the right to know why." In answer to direct queries, he admitted that this statement could be applied to both Rome and Singapore. He added that in Singapore, the military authorities, "for some reason best known to themselves, were determined that a reasonable report of the war should not go out."

Evaluates Propaganda

Asked about the propaganda effort of the different nations, Mr. Brown said he considered the German propaganda extremely well done, but that he could not say much for the Italian attempts. In Malaya, he said, the Japanese propaganda has been very effective and that of the British very ineffective.

After a couple of weeks of rest, Mr. Brown will start on a lecture tour under the management of W. Colston Leigh, speaking on "The War in the Pacific". Tour is scheduled to begin April 13 at Newark, followed by appearances in Utica, Roanoke, Richmond, Staunton, Va., Selma, Ala., Ann Arbor, Nashville, Munsey, Ind., Tulsa, St. Louis, Des Moines, Omaha, San Antonio and Dallas. Following the Dallas lecture May 14, the tour will probably be extended to the Pacific Coast. He also has promised to write a book for Random House and after that, he said "I hope CBS will send me abroad again."

HOME FROM THE WARS, Cecil Brown and Mrs. Brown debarked in New York last Tuesday after landing the preceding Saturday at a West Coast port. The noted CBS war correspondent is back for the first time in five years.

Murrow Sponsored

INTERNATIONAL SILVER Co., Meriden, Conn., which has been considering the usual summer replacement for its CBS *Silver Theatre* program, last week decided to cut the Sunday half-hour period to 6-6:15 p.m. on April 16 and present news analyses by Edward R. Murrow, chief of the CBS European news staff. Although Mr. Murrow is currently in this country, he will be in London when the series begins, starting out his broadcasts with the familiar phrase "This is London . . ." No title has been picked for the series, according to Young & Rubicam, New York.

EXPANDING its board of directors recently, the Advertising Council, Inc., New York, elected Mason Britton, vice president of McGraw-Hill Publishing Co. and Bennett Chapple, assistant to the president of the American Rolling Mill Co. Britton will represent the general business paper field and Chapple will handle industrial advertising.

Special Committee Of NAB Will Meet

Reorganization Group Plans To Discuss Operations

THE NAB Reorganization Committee, headed by Don S. Elias, executive director of WWNC, Asheville, will meet in New York Tuesday for the first time since its appointment March 20, coincident with a session of the NAB Executive Committee called for the same date by President Neville Miller.

Authorized to develop a plan to "bring about a more effective distribution of functions and concentration upon important problems and objectives," the committee has been surveying the field for a public relations executive to replace Ed Kirby, head of the Army's radio branch, who formally resigned last month preparatory to induction as a commissioned officer. Several names, it is understood, will be discussed in a preliminary way.

Plans for Hearing

All members of the Reorganization Committee except Howard Lane, KFBK, Sacramento, are expected to attend the meeting. The committee is largely composed of members of the Executive Committee. Executive committee members are John J. Gillin Jr., WOW, Omaha; Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW-WSAI, Cincinnati; O. L. Taylor, KGNC, Amarillo; Messrs. Elias and Miller.

Members of the Reoroganization Committee are Messrs. Elias, Gillin, Elmer, Morency (alternate) and Edward Klauber, CBS executive committee chairman, as well as Mr. Lane. Mr. Klauber sits with the executive committee ex-officio, as does a representative of NBC.

The executive committee was called to devise plans for presentation of an industry case to the House Interstate & Foreign Commerce Committee, which on April 14 begins hearings on the Sanders Bill (HR 5497) to amend the Communications Act of 1934. Mr. Miller is expected to present the principal industry case.

Several other topics are on the meeting agenda, including approval of the standard form of agency contract developed by committees of the American Assn. of Advertising Agencies and the NAB, and the NAB program for the annual convention in Cleveland May 11-14.

MBS at Convention

HOTEL CLEVELAND in Cleveland will be the MBS headquarters during the NAB convention in that city next month. Convention will be held at the Statler Hotel, but MBS having withdrawn from NAB membership during the 1941 convention in St. Louis, Mutual executives chose another hotel for their headquarters.

XUM

Interview with a client on the subject of sales

Characters: Mary Margaret McBride, originator of the woman's radio program; and George P. Buente, Advertising Director, the H. C. Bohack Company.

RADIO PROGRAM

SPONSOR H. C. BOHACK COMPANY
STATION WEAF
DATE APRIL 3, 1942
TIME 1:00 to 1:15 P.M.

MISS McBRIDE: As you advertising men know, a "client" is something that radio people mention in hushed tones. I don't know why. I guess it's because, as the salesmen say, they're supposed to be pretty tough fellows.

Well, I have one here today — yes, a real live client. And he doesn't seem tough at all. In fact, he's very nice. I've been talking about one of his Company's products, Tenderay Beef, over WEAF for about three months now. Mr. Buente, I hope that it has helped your sales around this section. Has it, or am I sticking my neck out?

MR. BUENTE: You're on perfectly safe ground, Miss McBride. All of us at Bohack are delighted with what's happened to Tenderay Beef's sales since you started talking about it. In the New York area, they are 29% over last year's figures; and we feel that your program has played an important part in this increase.

MISS McBRIDE: It's nice of you to say that. This is the first time I've ever been on this side of a commercial. I like it.

MR. BUENTE: Well, you've also been of invaluable help in getting our new Supermarkets off to a good start. Yes, you've done a swell job all around, and we want you to keep on talking about Tenderay Beef and Bohack for many more months to come.

← "Sales up 29%"

The Bohack Company is one of the many Mary Margaret McBride sponsors whose sales charts are thriving on Mary Margaret's sincerity and WEAF's following in the New York market. And her program is one of many result-producers on WEAF's schedule. Whether you prefer morning, noon or night, news, variety or women's shows, you'll find the program for your problem and the program that delivers on WEAF. Ask NBC Spot Sales all about it.

50,000 WATTS
660 KILOCYCLES
NBC RED NETWORK

WEAF TALKS SALES IN NEW YORK

New Federal Anti-Trust Policy Not to Affect Network Actions

Executive Accord Said to Affect Only Cases in Which Heavy War Production Is Involved

THE ANTI-TRUST Division of the Department of Justice does not have the remotest idea of dropping its civil suits against RCA-NBC and CBS as a consequence of the agreement reached by President Roosevelt with several cabinet members for deferment of anti-trust prosecutions during the war.

This was learned from authoritative Department of Justice quarters last week, following announcement at the White House of the decision of the President, Attorney General Francis Biddle, Assistant Attorney General Thurman Arnold, Secretary of War Henry L. Stimson, and Secretary of the Navy Frank Knox, to defer anti-trust prosecutions whenever it was determined that litigation would impede war production.

Not War Production

Broadcasting, it was stated flatly, does not fall in the war production category, in the first instance. Besides, they foresaw little likelihood that Government officials responsible for war production certifying that the cases should be dropped—a step essential under the program worked out by the President.

Whether NBC and CBS, in the light of war developments, will petition the Attorney General for exemptions, was not known last week. The fact, however, that the broadcasting industry has been classified as an essential arm of defense, particularly from the morale standpoint, may motivate the major networks in seeking deferment for the duration. Such a contention was made before the FCC, in connection with its own chain-monopoly regulations, but it was practically ignored.

Determination of the Anti-Trust Division to continue its prosecution of the Chicago suits, which have been thrice postponed, was seen last week with the announcement that Victor O. Waters, special assistant to the Attorney General, who handled the preliminary phases, would continue in charge of the prosecutions despite his transfer to New Orleans as head of the newly-created Southern States branch of the division [see story on this page].

The complaints were filed last Dec. 21. The networks, however, have procured from Federal Judge John P. Barnes an extension until April 27 for the filing of counter-motions, and until May 26 for the filing of answers.

Whether RCA, by virtue of practically 100% conversion of its manufacturing plants to war production, could claim exemption in the Chicago proceedings, as the parent of NBC, also was the subject of speculation. In this regard, it was pointed out that NBC is a separate operating entity and that the Department preferred no charges against RCA Mfg. Co. in these proceedings. NBC itself is not engaged in manufacture at all. Nor is CBS.

After the War

The agreement reached at the White House conference provides that any pending anti-trust action can be postponed, if the Secretary of War or Navy, or presumably any other Governmental agency identified with war production, certifies that continuation of such action will impede war production. Similarly, these Government executives must be consulted before any new cases can be initiated and certification from them would stop the proceedings.

After the war, however, Mr. Arnold would be free to follow through, since the plan contemplates introduction of legislation extending the statute of limitations on anti-trust cases, so that court actions thus postponed can be re-

(*Continued on page 46*)

Photo Firm Expands

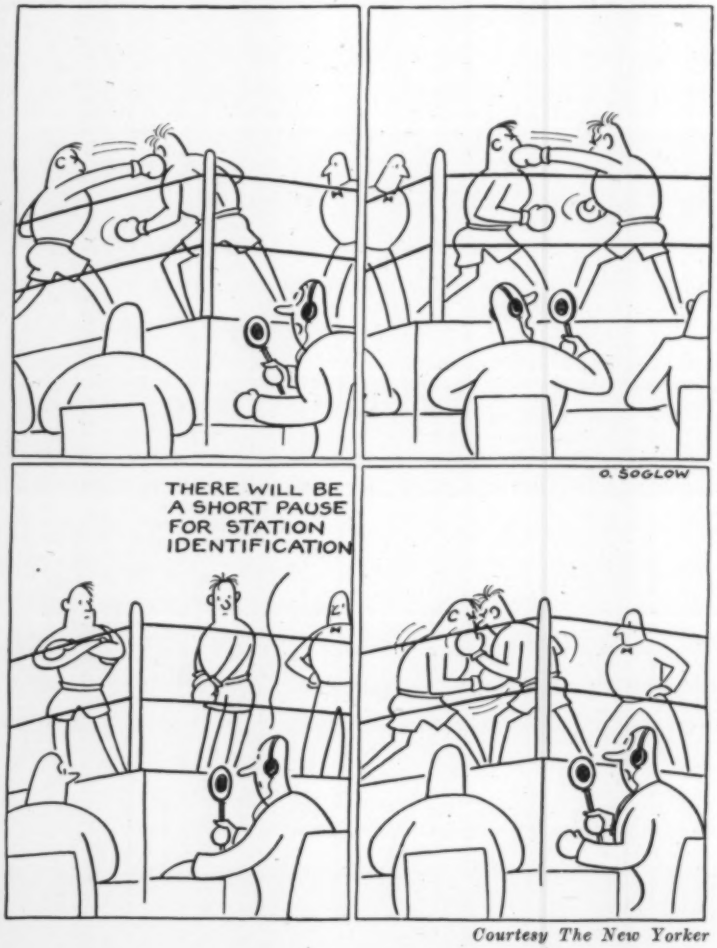
HOLLYWOOD FILM STUDIOS, Hollywood (photo enlargements by mail), using daily five-minute live commercials in a national campaign, on March 29 expanded its schedule to include WFBR KMPC KBUR WTAM WGAR KOA KFWB KFOX KHJ WAVE WMIN WBNS WMAL XEMO WEBC KBON KSL KFSD KGBS KHQ KFH WOR KFRC WPEN WSMB KGKO WELI. Agency is Raymond R. Morgan Co., Hollywood.

CONGRESSMAN BUYS CONTROL OF WSNJ

SALE of controlling interest in WSNJ, Bridgeton, N. J., by Howard S. Frazier, president and director, to Rep. Elmer H. Wene (D-N. J.), based upon an evaluation of $30,000 for the entire property, is proposed in an application filed with the FCC last week.

Rep. Wene, owner of one of the largest chick hatcheries in the country at Vineland, N. J., and a director and minority stockholder in the new WTTM, Trenton, and WFPG, Atlantic City, will acquire 603 shares of 999 shares outstanding. Of the stock purchased, 51% is owned by Howard S. Frazier and 10% by W. Burley Frazier, a marine engineer.

Howard Frazier, a former consulting engineer, has joined RCA Mfg. Co., Camden, as a Government sales engineer. WSNJ operates on 1240 kc. with 250 watts fulltime.



Courtesy The New Yorker

Waters Appointed To Antitrust Post

Will Direct Investigations In the Southern District

PROMOTION of Victor O. Waters, special assistant to the Attorney General, to the post of director of the Southern States Offices of the Anti-Trust Division, Department of Justice, with headquarters in New Orleans, was announced last week by Assistant Attorney General Thurman Arnold.

Mr. Waters

Mr. Waters, who has handled music, copyright and radio litigation at the Department for several years, will continue to supervise matters incident to the anti-trust cases brought by the Department against RCA-NBC and CBS, now pending in the Federal District Court in Chicago. He will work under Assistant Attorney General Arnold, in charge of the Anti-Trust Division, and Holmes Baldridge, chief of the litigation section of the division, while in his New Orleans post. The branch office will cover a dozen states and is an entirely new operation.

Handled ASCAP Litigation

Mr. Waters handled the ASCAP anti-trust proceedings, which resulted in procurement of a consent decree last year. He also drafted the complaints in the network cases, which were filed last December. These cases, before Federal Judge John P. Barnes, largely parallel the original proceedings of the FCC against the networks, alleging monopoly. Federal District Judge Barnes, of the Chicago court, recently granted a third extension of time for filing of answers in these proceedings and the parties now have until May 26.

Wise Using 69 Stations To Promote New Book

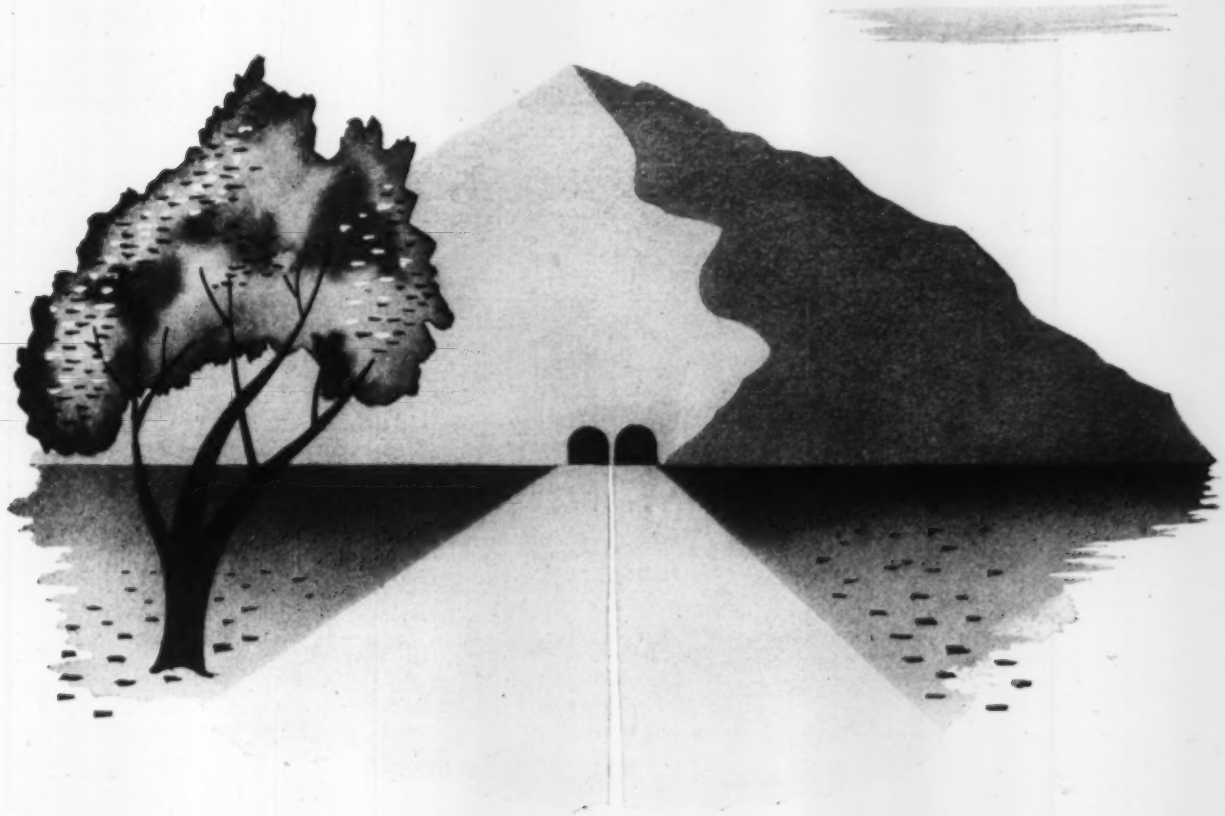
RESUMING its campaign to promote sales of best selling books, Wm. Wise & Co., New York publisher, has started 5 and 15-minute periods on 69 stations. It is said the list may be increased to about 150 stations by early April. Northwest Radio Adv. Co., Seattle, is handling the account. Following is the list of stations now carrying the series:

OKLW, KARK, KDYL, KFBB, KFEL, KFIO, KFVD, KFWB, KFYR, KGHL, KHQ, KIT, KJBS, KLX, KMPC, KOY, KPAS, KPO, KSAN, KSEI, KSFO, KSOO, KTFI, KTSA, KTUL, KWFT, KXL, KYA, WAAF, WAAT, WAGE, WAIT, WAKR, WCAO, WCAR, WCFL, WCPO, WCSH, WDBO, WDEL, WFAA, WFBR, WADC, WINS, WHAS, WHDH, WHKC, WHO, WHP, WIBC, WINX, WIS, WITH, WJBK, WJEJ, WJJD, WLOL, WMEX, WMIN, WOL, WPEN, WPIC, WPRO, WRVA, WSUN, WTHT, WTMA, WWDC, WXYZ.

KPQ, Wenatchee, Wash., on April 1 shifted to 560 kc. with 1,000 watts daytime and 500 night, has appointed Joseph Hershey McGillvra as its national representative.

PUBLIC LIBRARY
DETROIT MICH.

KDKA WIRES A MOUNTAIN FOR SOUND



"Martin batting . . . Runners on first and third! It's the Pirates' first chance to score. Here comes the pitch! It's a - - - - -."

Snap! The radio went dead!

That sort of thing happened regularly to endless lines of motorists streaming in and out of downtown Pittsburgh. Blithely tuned to their favorite program, they'd enter mile-long Liberty Tubes, only to lose all traces of reception.

Of course radio signals never penetrated any tunnel anywhere, and this particular one was two hundred and fifty feet under Mount Washington. But KDKA determined to prevent that maddening interruption.

It wasn't easy!

It meant mile-long underground antennas and months of trial and error in placing them. It meant relocating such things as three-stage amplifiers and lead-in and pick-up antennas. It meant weeks of testing to get consistent signal strength.

But KDKA wired that mountain for sound!

Now you can hear KDKA and every Pittsburgh station in the Liberty Tubes. For each Westinghouse station pursues an endless quest of greater usefulness to the public and the advertiser. Learn to expect it of Westinghouse stations.

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WBZ • WBZA • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

Dry Dogfood Test

WILSON & Co., Chicago (Ideal dog food), is planning radio promotion in a number of metropolitan markets on behalf of its new "Victory Type" dry-pack dog food. Current schedule for the tinned product includes morning newscasts on WMAQ, Chicago; KYW, Philadelphia; KDKA, Pittsburgh. Agency is U. S. Adv. Corp., Chicago.

Proposed Changes in AP Sale of News Would Permit Sponsorship at any Hour

IN PROPOSING to remove restrictions on the sale of its news for broadcasting, the Associated Press has given the sponsor of such news the right to publish it at any hour of the day or night, a right denied to the AP's own publisher members, the special committee for revision of the AP by-laws stated in submitting to members its recommendations for permitting extension of publication hours. This and other proposed revisions will be considered by members attending AP's annual meeting in New York, April 20.

Use of Extra Hours

The committee suggests that morning papers wishing to receive the day report or evening papers wishing to receive the night report for publication outside the specified hours be allowed to do so upon application to the board and upon payment to the AP for the benefit of members holding the right of protest in the other field (evening or morning) in the same cities.

A similar suggestion is made to permit the use of the night report by publishers of Sunday editions of evening papers or of non-member Sunday papers. Explaining these suggestions, the report states:

Removal of the restrictions imposed upon AP management concerning the sale of radio, by action of the membership at its annual meeting in 1939, has contributed a factor which, we believe, is clarifying membership thought in interpreting publishing restrictions which we have imposed upon ourselves. It was to implement availability of AP news to radio that Press Association, Inc., was organized as an AP subsidiary. We adjusted news broadcasting to the pressure of reality in 1939. We have not yet authorized adjustment of news publication (the primary purpose for which we are associated together) to the realities.

Under the by-laws as amended last year morning papers receive the AP "night report" for publication from 7:00 p.m. to 9 a.m.; afternoon papers the "day report" for publication from 9 a.m. to 7 p.m. But both morning and afternoon papers may receive either the day or night report for broadcasting purposes 24 hours a day. Members may themselves broadcast news during their "non-member hours" or even sell the broadcasting rights to sponsoring advertisers.

We have created a paradox in which an advertiser, one with no interest in the validity of the news broadcast, a complete "outsider," may acquire the benefits of our AP news facilities, and publish the news by radio during hours in which the publisher member himself is forbidden to use his own presses. We penalize ourselves if we use the mechanical facilities in which we have made heavy investments, and reward ourselves, or others, for publishing the same news with our own or someone else's radio equipment.

The AP was primarily an organization of printers. Our members employ thousands in the printing and allied crafts. With complete lack of logic in the handling of our own associated interests, we impose inhibitions upon our great printing enterprises and discourage the use of our traditional plant equipment. In making an adjustment to the always shifting social and competitive scene, we have sped the obsolescence of our own capital assets.

We have found inescapable the conclusion that the modernization of our by-laws involves recognition of the fact that our members should be given means to enjoy the opportunity to receive and use AP news reports for printing on some basis similar to that by which we have made them available for broadcasting. The suggested amendments are designed for that purpose.

FULTON LEWIS, JR. SCOOPS

START TWO CONGRESSIONAL

INVESTIGATIONS SAME DAY

Washington, March 16—The broadcasts of Fulton Lewis, Jr., Mutual's famed Washington commentator, today resulted in two Congressional investigations.

The House Military Affairs Committee, meeting as a whole, started an investigation of the activities of Sidney Hillman, of the War Production Board, who, although he is a "dollar-a-year" man for the U. S. Government, continues to draw a yearly salary of $12,000 from the Amalgamated Clothing Workers Union, of which he is still president.

It is alleged that Hillman's Union is monopolizing War Department contracts for service uniforms, and Lewis wanted to know "Why?" He described the existing situation on several of his broadcasts, and soon Capitol Hill found itself flooded with letters and telegrams of protest against Hillman. The rest will soon be history.

The other probing is into the sugar shortage situation. Under the direction of Representative Wright Patman, of Texas, a special committee is studying Lewis' charges of January 27 that the sugar shortage can be averted by making the alcohol needed in the production of smokeless powder with grain, instead of with sugar.

Of interest locally is the fact that William B. Dolph, WOL General Manager, immediately after the Lewis-impelled investigations had taken form was reported by usually reliable sources to have stated, "No matter how many investigations Fulton Lewis, Jr., stirs up I'm still making him available for local sponsorship at a talent charge of the one-time quarter-hour rate per week."

Mesila Round Convoy Co

Equal Radio Rights For Press Advised

Civil Union Urges, However, Caution in Station Grants

WITH THE newspaper-divorcement proceedings before the FCC in their last lap, the board of directors of the American Civil Liberties Union last Thursday issued a statement of policy denouncing the argument that newspapers should be treated differently from other applicants for station licenses. It advocated, however, that the FCC should exercise extreme care in each newspaper case to see that as a practical matter "no monopoly in the presentation of news and opinion is created."

Especial significance was ascribed to the Union declaration by Harold V. Hough, chairman of the Newspaper-Radio Committee, in the light of recent testimony by FCC Chairman James Lawrence Fly before the House Rules Committee, describing the Union as "the people who are most interested in the freedom of speech."

Value of Position

The Union statement, Mr. Hough said, will be authoritative with a good many of those interests which have been the chief critics of newspapers and of newspaper relationships and the radio, and therefore "should be of great value to the thorough and well-rounded presentation of the newspaper-radio issue to the American people."

The Union's statement follows in full text:

"In developing a public policy of promoting freedom on the radio the ACLU is committed primarily to the proposition that all sides of all public issues should be accorded equal facilities for expression, and that no listeners anywhere should be deprived of access to programs. The Union has been concerned with the claims that ownership of radio stations by newspapers tends to monopolize the channels of communication, and that listeners are thus deprived of hearing the freest possible discussion of controversial public issues. The argument is advanced that since both enterprises are engaged in the business of conveying information and expressing opinions a newspaper should be treated differently from other applicants for radio station licenses.

"Such a contention appears to the Union without merit. The fact that newspapers are engaged in dealing with information and opinion should not disqualify them as applicants for radio licenses. But their ownership of radio stations may, under certain circumstances, present an important factor to be considered in appraising "public interest, convenience and necessity"—the FCC's basis for granting and revoking licenses. Extreme care should be taken by the FCC in each case to see that as a practical matter no monopoly in the presentation of news and opinion is created."

Yes, out here in the middlewest, everybody goes to the Fair. But not all for the same thing. Some go for the livestock exhibits—some to see the machinery—some for the Midway—some for the grandstand with its races, fireworks and the like.

It's like that in radio. Everybody listens—but not all to the same thing. That's why well produced programs, catering to local preferences, are so essential to effective radio service. The "we-cover-everything" stations can't do that.

We recognize that listening preferences vary. So, having four stations, we program each one specifically for its particular audience in its particular locality.

People listen when they get what they want. Three men are charged with seeing that Cowles Stations programming is good—and what the listeners want. The result—big, responsive audiences which have been listening for years to the Cowles Stations.

Ed Linehan has been in the program department of KSO-KRNT for 8 years. As program manager, he knows his audiences, and what they want—one reason why KSO and KRNT produce so well for advertisers.

Douglas Grant has been program director of WMT ever since it became a Cowles Station. His intimate knowledge of listener likes and dislikes has helped make WMT the resultful station it is.

Eleven years in radio. 7 years with Cowles Stations, the last four as program director of WNAX qualify Art Smith to provide programming that is making WNAX one of the nation's top stations.

WMT CEDAR RAPIDS · WATERLOO
KSO DES MOINES
KRNT DES MOINES
WNAX YANKTON · SIOUX CITY

THE Cowles STATIONS

Represented by The KATZ Agency

Radio Set Census Is Summarized for 30 Selected States

County Breakdowns Lacking In Latest Federal Figures

STILL STYMIED by the pressure of war work from issuing its State-by-State and county-by-county radio census, despite the fact that the count of radio homes was taken in 1940 along with the decennial census of population, the Bureau of the Census has issued an advance release presenting data on radios for 30 selected States and the District of Columbia.

These figures, totals for States only and not containing county breakdowns, are recapitulations from the *Second Series Housing Bulletins by States* which will come off the presses of the Government Printing Office as fast as that agency can produce them. Thus far only three State reports, covering Nevada, Vermont and New Hampshire and containing the county radio breakdowns among other data [BROADCASTING, March 16], have been issued.

Cause of Delay

The slowness in releasing the State reports is explained first by the fact that the Census Bureau itself is loaded with special war assignments, and secondly by the fact that the Government Printing Office has been unable to turn over its presses to these reports. It may take the rest of the year before all the reports for the 48 States are made available.

Nearly three-fourths of the homes had radios in the 30 selected States and the District of Columbia covered in the Census Bureau's April 2 release. Radio ownership was highest in Connecticut and Rhode Island where radios were reported in 95.7% of the occupied dwelling units. The proportion of homes with radios was highest in the urban areas of the selected States, in which 85.1% of the occupied dwelling units had radios as compared with 71.5% in the rural-nonfarm areas and 52.4% in the rural-farm areas.

Big Increases

"Between 1930 and 1940 tremendous increases have occurred in the number of home radios in all of the selected States," states the Bureau. "In the total of these States the proportion increased from 26.9% in 1930 to 71.1% in 1940. It should be noted that few of the larger States are included in the present list and that the percentages based on the resulting totals are not representative of the United States as a whole. This is indicated by the fact that the United States total for 1930 showed 40.3% of the homes with radios, as compared with 26.9% in these 30 selected states and the District of Columbia."

OCCUPIED DWELLING UNITS WITH RADIO, FOR SELECTED STATES (URBAN AND RURAL): 1940

A dwelling unit was enumerated as having a radio if it contained a usable radio set or one only temporarily out of repair. Percentages for 1940 are based on the number of units reporting on this item. Percentages for 1930 based on all families, including families not reporting on the item.

STATE	TOTAL				URBAN			RURAL-NONFARM			RURAL-FARM			Percent with radio, 1930
	Number reporting	With radio		Number not reporting	Number reporting	With radio		Number reporting	With radio		Number reporting	With radio		
		Number	Percent			Number	Percent		Number	Percent		Number	Percent	
TOTAL	10,100,900	7,184,895	71.1	297,369	4,229,077	3,599,945	85.1	2,663,365	1,905,262	71.5	3,208,458	1,679,688	52.4	26.9
New England														
Maine	213,204	184,348	86.5	5,764	86,108	80,245	93.2	87,905	73,856	84.0	39,191	30,247	77.2	39.2
New Hampshire	129,758	116,809	90.0	3,178	73,584	68,636	93.3	40,570	35,236	86.9	15,604	12,937	82.9	44.4
Vermont	90,569	80,253	88.6	1,866	31,820	30,404	95.5	34,486	30,213	87.6	24,263	19,636	80.9	44.6
Rhode Island	184,661	176,739	95.7	3,045	168,506	161,891	96.1	13,610	12,604	92.6	2,545	2,244	88.2	57.1
Connecticut	436,164	417,258	95.7	12,518	295,820	285,068	96.4	116,898	111,444	95.3	23,446	20,746	88.5	54.7
West North Central														
Iowa	683,963	617,005	90.2	17,861	303,448	284,354	93.7	157,602	138,015	87.6	222,913	194,636	87.3	48.5
North Dakota	148,179	131,000	88.4	3,864	33,149	31,374	94.6	45,981	39,396	85.7	69,049	60,230	87.2	40.9
South Dakota	160,894	136,049	84.6	4,534	42,361	39,191	92.5	48,203	39,408	81.8	70,330	57,450	81.7	44.2
Nebraska	352,662	298,790	84.7	8,082	142,823	132,428	92.7	87,432	72,446	82.9	122,407	93,916	76.7	47.9
Kansas	496,101	411,984	83.0	15,008	217,344	196,458	90.4	124,789	102,849	82.4	153,968	112,677	73.2	38.9
South Atlantic														
Delaware	68,870	59,921	87.0	1,671	36,109	33,331	92.3	21,398	18,513	86.5	11,363	8,077	71.1	45.9
District of Columbia	169,102	158,377	93.7	4,343	169,102	158,377	93.7							53.9
Virginia	610,878	409,978	67.1	16,654	237,564	199,670	84.0	169,708	114,756	67.6	203,606	95,552	46.9	18.2
West Virginia	434,386	326,347	75.1	10,429	136,771	122,709	89.7	188,680	142,190	75.4	108,935	61,448	56.4	23.3
North Carolina	764,144	471,863	61.8	25,515	232,226	180,456	77.7	210,757	142,468	67.6	321,161	148,939	46.4	11.2
South Carolina	422,263	209,542	49.6	12,705	120,074	80,519	67.1	122,576	73,498	60.0	179,613	55,525	30.9	7.6
Florida	504,011	326,447	64.8	15,876	285,228	217,044	76.1	147,816	81,444	55.1	70,967	27,959	39.4	15.4
East South Central														
Alabama	650,709	321,671	49.4	23,106	219,023	152,650	69.7	152,082	82,906	54.5	279,604	86,115	30.8	9.5
Mississippi	515,369	205,613	39.9	19,587	115,976	71,289	61.5	92,692	47,177	50.9	306,701	87,147	28.4	5.4
West South Central														
Arkansas	480,955	244,586	50.9	14,870	119,571	86,598	72.4	108,082	58,001	53.7	253,302	99,987	39.5	9.1
Louisiana	577,965	307,883	53.3	14,563	257,531	186,913	72.6	132,687	69,626	52.5	187,747	51,344	27.3	11.2
Oklahoma	589,919	405,754	68.8	20,562	244,949	204,412	83.5	135,162	87,273	64.6	209,808	114,069	54.4	21.6
Mountain														
Montana	156,024	134,503	86.2	3,939	62,581	57,114	91.3	48,480	40,924	84.4	44,963	36,465	81.1	31.9
Idaho	137,521	118,824	86.4	4,206	49,062	44,795	91.3	40,059	33,697	84.1	48,400	40,332	83.3	30.3
Wyoming	67,687	57,126	84.4	1,687	26,767	24,489	91.5	22,370	18,603	83.2	18,550	14,034	75.7	34.1
Colorado	305,824	258,573	84.5	10,176	168,476	154,155	91.5	75,854	59,231	78.1	61,494	45,187	73.5	37.8
New Mexico	125,134	66,609	53.2	4,341	45,060	32,680	72.5	41,659	19,824	47.6	38,415	14,105	36.7	11.5
Arizona	127,250	87,781	69.0	3,883	47,602	39,234	82.4	54,162	37,508	69.3	25,486	11,039	43.3	18.1
Utah	136,747	126,418	92.4	2,740	80,248	76,243	95.0	36,342	32,771	90.2	20,157	17,404	86.3	41.1
Nevada	32,178	26,200	81.4	1,113	12,780	11,405	89.2	15,360	11,889	77.4	4,038	2,906	72.0	30.6
Pacific														
Oregon	327,809	290,644	88.7	9,683	167,414	155,813	93.1	89,963	77,496	86.1	70,432	57,335	81.4	43.5

Wyoming Radio Census

THAT 57,126 or 84.4% of the 67,687 reporting homes in Wyoming, have radios, is disclosed in the U. S. Census Bureau's *Housing: Second Series, General Characteristics, Wyoming*, bulletin released last Thursday—fourth of the series to be made public as each State's figures are tabulated and as the Government Printing Office can produce them. The report, available from the Government Printing Office for 10 cents, breaks down the radio homes by counties, as did the previous reports covering Nevada, Vermont and New Hampshire [BROADCASTING, March 16]. Next bulletin scheduled for publication, date not yet fixed, will cover Montana. Projections of these figures by the NAB will be published in usual form in a forthcoming issue of BROADCASTING.

Blade Series Continues

RADIO CAMPAIGN by Cooper Safety Razor Corp., Brooklyn, which started March 30 on WNEW, New York, will not be affected by the recent Government order restricting razor blades, according to The Heffelfinger Agency. The campaign of quarter-hour programs and announcements, was planned in anticipation of these restrictions, the agency stated, to emphasize long-life blades, each said to be good for at least a week of shaving.

Canteen Fodder

TO ASSIST the local American Theatre wing stage door canteens in maintaining refreshments for visiting servicemen, WMCA, New York, is requesting its studio audience to bring non-perishable foods along with their admission tickets to studio broadcasts. With all broadcast tickets mailed out by WMCA, a list of the specific types of food needed is included.

Canada Paint Spots

THREE Canadian paint firms have started spring radio campaigns. G. F. Stephens & Co., Winnipeg (paints), has begun five-minute transcribed dramatized spots featuring *Klingcote Steve* thrice-weekly on a number of Western Canada stations. Account was placed by Norris-Patterson, Winnipeg. Crown Diamond Paint Co., Montreal (Durolave paints), has started transcribed dramatized spots on a number of Canadian stations. Account was placed by McConnell, Eastman & Co., Montreal. Lowe Bros. Co., Toronto (paints), has started thrice-weekly quarter-hour morning show *Wife Preservers* on CFRB, Toronto. Account is handled by MacLaren Adv. Co., Toronto.

UP Appoints Salisbury To Manage Radio News

HARRISON E. SALISBURY, formerly assistant foreign news editor of the United Press, has been appointed radio news manager, it was announced last week by Hugh Baillie, UP president. He succeeds A. L. Bradford, who becomes general radio manager, in which capacity he will correlate the work of the radio news and sales departments.

Mr. Salisbury

During his 12 years with UP, Mr. Salisbury has handled editorial assignments in Chicago, Washington and New York. As assistant foreign news editor since the outbreak of the war, he has handled foreign dispatches and helped organize the incoming reports from the worldwide war fronts. In his new position he will supervise the preparation of the basic radio wire report which UP supplies to approximately 500 stations in the United States.

COMDR. Eugene F. McDonald Jr.'s famed 185-foot yacht *Mizpah*, used by the president of Zenith Radio Corp. as his home since 1929, and veteran of polar and tropical explorations, has been turned over to the Navy.

Power...
WHERE IT COUNTS!

Concerted strength, properly meted out, will deliver a mighty signal. Radio engineers agree that one of the most desirable transmitting setups is 5000 watts at 570 on the dial. Now, after 16 years of pioneer broadcasting, WKBN, serving the Youngstown, Ohio market area, becomes a member of the exclusive "5000-at-570" Club.

At no rate increase to its myriad of network, spot and local advertisers, WKBN boosts its power to five times its former strength, blanketing Northeastern Ohio and Western Pennsylvania with strong, interference-free reception!

In these days of realigned radio budgets, it's smart to group WKBN-YOUNGSTOWN in that important "selected" list. The nation's fourth largest steel center is the hub from which WKBN reaches into the radio homes of three million people. Reaches into—and sells! This CBS outlet for the rich industrial and farming areas of Ohio and Pennsylvania is not only powerful—it's popular.

Proof? Wire or write at once for the revealing, new CBS-produced Brochure. Important!

5000 WATTS
CP 5000 WATTS NIGHT

THE CBS STATION IN YOUNGSTOWN, OHIO ★ **WKBN**

570 KC

Represented Nationally by Paul Raymer Company

Merchandising & Promotion

New *I. Q.* Format—40 For Victory—Lucky Ladies Cotton on Cards—Books for Questions

WITH THE SHIFT of sponsors April 6 for the *Dr. I. Q.* program on NBC from Mars Inc. to Vitamins Plus, subsidiary of Vick Chemical Co., New York, a change will be made in the cash awards for listeners sending in "right and wrong" questions and answers.

Heretofore, $50 was given for the best three sets of three questions, but under the sponsorship of Vitamins Plus, $200 will be sent the listener submitting the best set of six queries. Jimmy McClain continues as "Dr. I. Q.", after April 6 when the show will be heard on 61 NBC stations, Mondays at 9:30 p.m. instead of 9-9:30 p.m.

Stamps for Coffee Carton

HOUSEWIVES who have a Doran coffee carton on hand receive $1 in defense stamps when called by Bud Thorpe who conducts *Doran's Dollar Men* on KLZ, Denver. A pound of coffee goes to all who do not have the carton. Broadcasts are Tuesday, Thursday and Saturday, 8 a.m.

* * *

Games Are Coming

COMING baseball broadcasts on WCBS, Springfield, Ill., are being promoted by stickers on all mail from the station, placards in downtown spots and cards for distribution by staff members in personal mail and business contacts.

Pontiac's 40

TWO MONTHS before the President's recent request that drivers hold their cars to a 40-mile-per-hour speed for the duration, WCAR, Pontiac, started its *Forty for Victory Club*, five-minute educational feature designed to teach motorists the value of lower speeds. Red, white and blue shields, suitable for pasting to automobile windshields, are sent out by the station to anyone writing for them. They bear the slogan "40 For Victory."

* * *

WTAG Logs

NEW program schedule form approved by the NAB has been adopted by WTAG, Worcester, and is being mailed to the industry as station promotion. The four-page folder shows day-by-day bi-monthly reports on all station programs with broadcasts coded according to category. The entire first page is devoted to the WTAG selling story.

Modern Cinderellas

FIVE LUCKY LADIES whose shoe measurements corresponded to those of a slipper loaned by Luise Rainer, attended her performance of *A Kiss For Cinderella* as the guest of Bill Berns, stage and screen commentator, at WNEW, New York. Berns provided the lucky lovelies with escorts chosen from among the servicemen at the American Theatre Wing Canteen in New York. After the curtain all went backstage.

* * *

Mississippi Thread

MOUNTED on a post card, a boll of cotton is described as "Your Thread of Life" in an imaginative station promotion by WJPR, Greenville, Miss. Broadcasting to the rich region of Delta cotton producers the card asserts the station's ability to "strengthen or create the Thread of Sales Life" for business or product alike.

* * *

More Maps

WORLD WAR ATLAS of 11 double and single size maps is available to listeners of WINS, New York, for 15 cents, as promoted by announcements made throughout the day on the station's INS news programs. The book shows war areas of the entire world together with detail maps of certain countries and an air distance map.

* * *

Ads on Programs

PROGRAM cards, mailed each week by WNBT, NBC television station in New York to set-owners in the metropolitan area, this week carry an advertisement for Victor records on the back of the schedule, the first time the cards have been so used.

* * *

Free Best Sellers

PREMIUMS for all questions submitted by listeners and used on the new war quiz series of WMCA, New York, will be recently published books on the war. First book given free was Ambassador Joseph E. Davies' best seller, *Mission to Moscow*.

a Syllogism...

(Syllogism:—A logical . . . argument, consisting of three propositions . . . the major premise, the minor premise, and the conclusion. —Webster.)

The major premise

According to the U. S. Department of Agriculture, farm income in the tremendous area served by KFYR, was up 49.9 per cent in 1941—and it's still rising. North Dakota, one of only six states whose farm income rose more than fifty per cent, alone had a total farm income last year of over $227,700,000.

The minor premise

KFYR, with 5000 watts at 550, is the only single advertising medium capable of covering this huge area simultaneously. And listeners have made KFYR a daily habit down through the years—the result of sparkling programming and outstanding public service.

Conclusion

KFYR can hitch these dollars to your product. Now, more-than-ever-before, KFYR is one of the year's outstanding buys for result-wise advertisers.

ASK ANY JOHN BLAIR MAN, OR WRITE, FOR THE COMPLETE STORY OF KFYR

KFYR Bismarck

550 KILOCYCLES 5000 WATTS

HUMANITARIAN CLUBS Are Organized at WHAM To Aid Needy

ACTING for humanitarian principles in a large way, Al Sigl, of WHAM, Rochester, has organized a "Blood Donors League", made up of 1,400 Rochester residents and has other projects under way. The blood donors are on perpetual call for transfusions.

Another Sigl project is the "Send a Package" club which promotes packages of food, cigarettes, candy and other articles suitable for the boys in service. Promotion for the idea is given on Al's *Howdy Neighbors* program and interested women, with headquarters in a downtown Rochester hotel, take up collections for the packages. When money is donated, articles such as cartons of cigarettes are purchased and the change is converted to stamps for mailing of the packages.

The project has interested many civic and other organizations who contribute proceeds of card parties and other social gatherings to the "Send A Package" club.

Many Industry Figures Attend Annual Dinner Of Overseas Writers

RADIO FIGURES were prominent among those attending the 21st anniversary dinner of Overseas Writers in Washington, March 28, with H. V. Kaltenborn and William L. Shirer participating with Edgar Ansel Mower, Hallet Abend, John Whitaker, Jay Allen and Edmond Taylor in a round-table discussion which featured the dinner. Also featured were special broadcasts from London and Melbourne, conveying greetings from radio and newspapermen there to those attending the dinner. The broadcasts, reproduced from transcriptions, were arranged by CBS and NBC.

Among the industry figures attending were: H. R. Baukhage, NBC; Kenneth Berkeley, NBC; Harry C. Butcher, CBS; Martin Codel, BROADCASTING; Roland C. Davies, Telecomunications Reports; William J. Dempsey, Washington attorney; William B. Dolph, WOL; Col. William J. Donovan, Office of the Coordinator of Information; Wesley I. Dumm, KSFO, San Francisco; Richard Eaton, MBS commentator; James L. Fly, FCC Chairman; Robert Heinl, Heinl News Letter; William Hillman, NBC commentator; C. M. Jansky Jr., Army air force; Ernest Lindley, NBC commentator; Capt. Leland Lovette, assistant director of public relations, Navy Department; Frank E. Mason, NBC; Neville Miller, NAB; George Henry Payne, FCC; Nelson Poynter, Donovan Committe; Capt. Joseph Redman, Director of Naval Communications; Stanley P. Richardson, Office of Censorship; Nelson Rockefeller, Office of the Coordinator of Inter-American Affairs; H. Louis Ruppel, CBS; Arthur Scharfeld, Washington attorney; Abe Schechter, NBC; Fred Shawn, NBC; Lothrop Stoddard, NBC commentator; O. L. Taylor, Broadcasters Victory Council; Sol Taishoff, BROADCASTING; Edward Tomlinson, NBC commentator; Albert Warner, CBS; William Webb, NBC; Leigh White, CBS; Paul White, CBS.

NOXEMA HUDDLE before *Quiz of Two Cities* went on WWL, New Orleans, and KTRH, Houston, on March 29. Seated are (l to r): Woody Hattic, who emcees the show from New Orleans; W. H. Summerville, general manager of WWL and John Bates, Ruthrauff & Ryan account executive. Standing (l to r), Larry Baird, newly-appointed WWL commercial manager, and Jack Bottger, commercial announcer.

W. S. GRANT Co., San Francisco, has been appointed sales representative for KFJI, Klamath Falls, Ore.

School Discs

AMERICAN SCHOOLS, Chicago, which has been promoting its high-school home study courses with one to five times five-minute transcriptions on several stations, is now using 24 in various parts of the country, and will add more to the list during April, according to the agency in charge, Huber Hoge & Sons, New York. Stations are WPEN WFIL WORL WCOP WPIC WAKR WXYZ KITE KFDM WDGY KFBK KELA KFEL WINN KXOK WNBC WEBR KFBI WSAZ KIEV WEAF WJZ WOV and WAAT.

OFF ISSUES DISCS IN GERMAN, ITALIAN

APPROVED by the Office of Facts & Figures, which supplies the material, a new series of 15-minute German and Italian transcriptions is being made available without cost to stations carrying foreign-language hours. Produced by Maurice Dreicer and written by Marion Dix, the double-faced discs, with release dates covering two weeks, may be procured from Foreign Language Radio Service, 998 Fifth Ave., New York. It is also available in script form in English.

The programs are titled *Uncle Sam Speaks* and consist of a roundup of information and announcements from Government agencies, telling the German and Italian language groups in this country, partly in question and answer form, about the activities of the military services, Federal Security Agency, Office for Civilian Defense, etc. Stations are asked to incorporate them into their German and Italian hours, carrying them sustaining for the time being.

Uncle Sam Speaks is being produced in Italian by Mr. Dreicer on WOV, New York, from whose broadcasts the discs are made off the line. The German version is specially produced. The Washington end is handled by Lee Falk, in charge of radio for the OFF foreign language division.

ROBERT E. MERRY of the advertising department of Lever Bros., Toronto, and formerly chairman of the radio committee of the Assn. of Canadian Advertisers, has joined the Royal Canadian Navy as a lieutenant.

In St. Louis

More MUSIC

More NEWS

More SPORTS

Than Any Other Network Station

ST. LOUIS

KWK — MUTUAL

CARNATION EXPANDS SCHEDULE OF DISCS

ADDITION of 15 new stations in Southern states and WOR, New York, to the list of 18 stations already broadcasting the transcribed *Carnation Bouquet* program was announced last week by Erwin, Wasey & Co., agency for Carnation Co., Milwaukee, the sponsor. The increase is effective April 7.

In addition 35 new stations in Canada were placed on the schedule March 24, which brings the total to 69. Show is presented twice weekly as a quarter hour daytime program and features music, story and philosophy.

American stations carrying the broadcasts are:

WSB, WBAL, WAPI, WHIS, WBZ, WBZA, KGIR, WCHS, WBT, WDOD, WGN, WIS, WWJ, KROD, WBIG, WFBC, WNOX, KMBC, KHJ, WOR, WTAR, KYW, KOAM, KDKA, KGW, WMBG, WDBJ, WHAM, WSAM, KPO, WTOC, KIRO, KSD, WSYR, WWVA.

Revision of Personal Service In Tax Law Urged by Benson

AAAA Head Tells House Committee Present Plan Does Not Permit Agencies to Qualify

SEEKING a clear definition of a "personal service corporation" in contrast with the "ambiguous" definitions in the present tax law, John Benson, president of the American Assn. of Advertising Agencies, last Wednesday proposed before the House Ways & Means Committee an amendment to the tax law which would allow members of the association to qualify as personal service corporations.

The committee is now considering means of raising the seven billion dollars in the new tax bill. The AAAA urged that its agencies be qualified as personal service corporations before the new tax bill is drawn up so that they may use the invested capital basis for exemption from corporate taxes as an alternative to the average earnings basis.

No Media Taxes

Thus far no proposals have been made to the committee for an overall tax on advertising media or for a radio franchise tax. However, it is felt such proposals will be made before the committee's hearings are completed. First manifestation of interest in such taxes was the proposal of Rep. Sauthoff (Prog.-Wisc.) March 18 that radio and newspaper advertising be taxed to relieve to some extent the Treasury income tax proposals on middle-income groups [BROADCASTING, March 23].

Mr. Benson contended the advertising agency business is essentially 100% personal service and said the handicap of not being allowed to use the invested capital basis for tax exemptions "does not seem right".

Further arguing against invested capital taxes on agencies, Mr. Benson pointed out that in 1940 "an average net profit of 1.7% on annual volume was equal to over 30% on our invested capital". He added that the only alternative agencies had to escape the taxes was to qualify as personal service corporations.

Mr. Benson's references to the "ambiguity" of the present definitions of personal service corporations were directed to the text of the tax law which states: "To qualify as a personal service corporation, its income must be ascribed primarily to the activities of the shareholders". Also: "Capital must not be a material income-producing factor."

He took issue with the meaning of the word "primarily" as set forth in the tax law. "It has always been ambiguous," he said. "It led to widespread litigation under the old excess profits tax law following the first World War; and it is still a fertile source of trouble for both the Revenue Bureau and the taxpayer. Nobody seems to know what it means. The law itself has never defined it. Treasury experts disagree in their interpretation of it."

Not Feasible

The distinction between principals and their assistants in a professional firm, Mr. Benson said, is the basis for the contention by the Treasury that the agencies cannot be exempt from the capital investment taxes. He said that under one interpretation of the present definition of a personal service corporation all creative and technical employes of the agencies would have to be shareholders in the agency so it could qualify in that category. This would not be feasible in many cases he said, "for obvious reasons".

Mr. Benson stated that, also under the present tax law, if it was determined that the primary source of a corporation's income was derived from the efforts of creative or technical employes agencies could not qualify as personal service corporations. He argued that creative or technical employes cannot be regarded as a primary source of income of agencies "since they cannot operate at all without the leadership of the indispensable heads who guide them".

Indicating that the capital investment of advertising agencies was established to offset lean times, Mr. Benson in further argument

In Chicago, it's WGN

. . . that leads all other major Chicago stations in volume of local and national spot time.

. . . that has shown an increase in local time sales each month for *27 consecutive months.*

. . . that can do an outstanding radio job for you.

50,000 WATTS — WGN — 720 KILOCYCLES

A Clear Channel Station

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

against tax on agencies' capital said "there is relatively little need for capital to operate. The minor use we make of it is mostly needed as an insurance policy against bad debt losses or abrupt loss of billing and consequent deficits, which require some liquid surplus to cover".

"Is that an incidental use of capital," Mr. Benson asked, "or is it a material income-producing factor?"

Not Trying to Avoid Tax

"We feel decidedly the former," he said. "The only ways that capital can directly earn a profit in our business is by investing it in some other business, or in the stock market, or using it to earn cash discounts, which are not allowed to the client because of slow pay. This is a very minor source of income compared with professional fees earned by serving clients."

Mr. Benson declared that advertising agencies were not seeking to avoid taxes, explaining, "Since the law requires that all net earnings of a personal service corporation must be declared out to shareholders in full for their individual taxation, we are not seeking to escape taxes."

In concluding, Mr. Benson offered his amendment to the present tax laws which would bring members of the AAAA under the definition of personal service corporations. The text of the amendment follows:

(To Follow Definition in Present Law)

The professional type of personal service corporation is defined to be one engaged exclusively in counseling, serving or assisting clients with plans and ideas and their execution.

The primary source of income of such a professional personal service corporation shall be construed to derive from those of its personnel who are a predominant factor in (a) attracting clients through personal ability and professional reputation or in (b) retaining clients by means of skill and experience in counseling or serving them, or (c) are looked to by clients of the corporation as being in responsible charge of its professional service to them.

(These should be distinguished from assistants or technicians who have not attained to these major responsibilities and do not of themselves qualify as being in professional charge of a client; in fact, are told what to do in their division of the work assigned to them by the leadership above referred to; hence are a secondary source of income of the corporation.)

Since the professional type of the personal service corporation does no trading on its own account, but always for the account of an identified client, and since its use of capital is minor and incidental, that use is not to be considered as a material income-producing factor, within the meaning of this law unless primarily invested or employed to earn a profit directly due to such employment other than in the normal conduct of the agency business, and unless such profit is a major item compared with the earning power of skill, experience, and reputation of its shareholders.

We suggest a subsidiary definition for the professional type of personal service corporation, instead of changing the present definition applicable to all personal service corporations, in order to avoid the possibility of loopholes developing for non-professional corporations.

SIGNAL GETS CLOSE and this group got together to discuss the new 15-minute commentary of Upton Close for Signal Oil Co., launched March 15 on 6 NBC-Red Pacific stations, Sundays 3:45-4 p.m. They are (l to r) Barton A. Stebbins, president of the Los Angeles Agency bearing his name which services the oil firm account; Close; O. W. March, Signal Oil executive vice-president; and Alex Robb, network manager of program and talent sales. Program replaces *Signal Carnival.*

Canada Price Mentions For Cigarettes Eased

CANADIAN broadcasters may now mention prices on the air in connection with special cigarette offers for the troops overseas, according to an interpretation given the Canadian Broadcasting Corp. price mention regulations by J. R. Radford, CBC supervisor of station relations, at Toronto. Says Mr. Radford in a letter to all broadcasting stations:

Provided no particular brand of cigarettes is mentioned, there is no objection to stations broadcasting announcements of these special offers; *e.g.*, "300 cigarettes can be sent overseas for $1." However, it is not permissible to associate such announcements, either directly or indirectly, with any particular manufacturer, dealer or brand as they would then become purely commercial and Regulation 10(b) would apply.

STARRING in an RKO picture, to go into production in May, will be *Fibber McGee and Molly*, principals in the NBC show sponsored by S. C. Johnson & Son, Racine, Wis. They have already appeared in the movies in "Look Who's Laughing."

"... but vice versa old boy" said our national rep. "you can't discount frequency"

He was talking to an agency time buyer. The subject was *frequency discounts* and our national rep., being a great one to make a play on words, saw an opening. "Nope, you can't *discount frequency*," said our rep., as we get the story. "You take WAGA down in Atlanta, for example. WAGA is on 1480 kilocycles right now, but soon they move to 590. Do you know what that'll mean in increased coverage? Wowie!" (PS—We didn't learn whether or not he told the time buyer that we're jumping from 500 watts to 5000 full time when we make the move. WOWIE again!)

WAGA ATLANTA, GA. FIRST INDUSTRIAL RADIO STATION

First on the Dial in ATLANTA
First on the Dial in GEORGIA

"THE BLUE RIBBON STATION OF THE SOUTH"

Blue Network • Blair Represents Us Nationally

WHEN YOU SEE *this* –

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM *mathematically.* Divide the 15 Minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. Then, go a step *further.* Study the Surveys. Look at the number of *actual listeners* each Station has, all day, all night, all week. WTAM" adds up." The "lowest-cost-per-ear" Station in Cleveland. The first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Purely PROGRAMS

A SERIES OF six-weekly programs for American troops at home and abroad, launched by CBS at the request of the War Department with the intent of making "fighting men the best informed in the world", started April 2 with a talk by Edward R. Murrow, chief of CBS' European news correspondents, on the events which led to the attack on Pearl Harbor. To be heard on succeeding Thursdays are: Leigh White, CBS correspondent wounded in the Balkans, speaking on *The Road to War;* William L. Shirer, CBS news analyst and author of *Berlin Diary,* discussing *Your Enemies, the Fascists;* Quentin Reynolds, war correspondent for *Collier's,* on *Our Allies —Your Comrades in Arms.* Following a discussion of *What We Are Fighting For* by Herbert Agar, editor of the *Louisville Courier Journal,* Sergt. Alvin C. York will conclude the series May 7 with a talk on *A Freedom Worth Fighting For.*

* * *

Labor Unity

COOPERATING with the Committee for National Morale in an effort to achieve labor-management unity and increased production for defense, WINS, New York, has started a weekly program entitled *Your Labor Relations Reporter.* Each week the Labor Relations Jury of the Committee will select a nearby plant engaged in defense work where labor and management have cooperated to settle controversial issues, in the interests of increased production. Plant and workers will receive certificates of patriotism from the committee and WINS at the broadcast. The program will include an account of how the settlement was brought about.

* * *

British Exchange

A CLEARING-HOUSE for the exchange of news of advertising and its related fields, between America and Great Britain, is the idea behind *Bridgebuilders,* weekly short-wave program now heard on BBC. In answer to specific inquiries from America, leaders in British advertising, newspaper publishers, small store owners and others, tell listeners to BBC's North American Service how the war has affected business. Questions are to be sent to the New York office of BBC, 620 Fifth Avenue, or to Broadcasting House, Portland Place, London, England.

* * *

Noon Patriots

EACH DAY at noon, patriotism takes the air over WRAK, Williamsport. First the oath of allegiance is read and listeners are asked to repeat. Immediately following, one verse of the National Anthem is broadcast.

* * *

Dear Soldier

LETTERS from listeners to be forwarded to lonely soldiers are requested by Dick Slade as part of *A Letter From Home* broadcasts of WKWK, Wheeling.

Blue's News Roundup

AS A REPLACEMENT for the Sunday evening *Worldwide News Roundup,* the BLUE has started a *Weekly War Journal* program with reviews of the news by its commentators in four strategic points. Morgan Beatty is m.c., introducing Helen Hiett and Edward Tomlinson from New York, Robert St. John from London, Martin Agronsky from Melbourne, Baukhage from Washington. Sam Cuff serves in a "standby" capacity in case of failure of facilities from London or Australia.

* * *

Peoples Choice

RADIO LISTENERS make their own choice of a speaker on the new *Radio Listeners Luncheon Club,* presented daily except Sunday by KLX, Oakland, Cal. under direction of Phil Ray. Program originates either from the studio or Hotel Oakland where service and fraternal clubs are meeting for lunch. Dialers wanting membership cards write in to the station and from them is picked a board of governors, who choose the speaker of the day.

* * *

Poet and Bacon

MORNING rhyme has been added to the schedule of WGL, Ft. Wayne, by Parrot Packing Co. Titled *Rhythm & Rhyme,* it features Norm Carroll and Herb Hayworth. Carroll plays piano. Hayworth takes names from cards written by listeners and blends them into poetry within 60 seconds. All listeners poetized receive half-pound of bacon. Sponsor uses display cards, truck banners and newspaper space to promote the show.

* * *

Who's Who for Youngsters

WHO TURNS WHEELS of their city is learned by youngster interviewers on WBOE, Cleveland, school FM station. Directors of various civic institutions and businesses outline functions of their establishments and give details of their work.

TRAFFIC TRIBUTES
Safe Drivers Are Commended Daily By WBNS

WITH appropriate fanfare Irwin Johnson, conductor of the *Early Worm* program on WBNS, Columbus, O., every morning pays tribute to safe drivers.

Each day the Columbus police department cooperates by having the crew of its safety car, which cruises the streets pointing out traffic violations, nominates approximately 15 citizens who they observe driving safely and courteously.

The *Early Worm* program then sends a card of congratulations to the nominees. It is planned that periodically all persons so honored will be invited to a safety banquet or a similar celebration.

BEDSIDE CHAT by Jane Dalton, women's editor of WSPA, Spartanburg, S. C., was accomplished when Miss Dalton, conductor of a regular sponsored morning feature, was laid up with an attack of influenza. When she insisted on carrying on, despite the illness, WSPA engineers set up remote equipment in the sickroom.

Soldiers' Wives

PROBLEMS of soldiers' wives are featured in a new weekly program *On Double Duty* from the Winnipeg studios of Canadian Broadcasting Corp., explaining that while their husbands fight, soldiers' wives must not only look after their home and the children but must also save and build for the future. The program discusses how to carry out this double duty.

* * *

Effects With Music

RECREATING musical comedy successes through records with the aid of sound effects Bart Fellowes, formerly with CBS and now at WITH, offers Baltimore listeners a new program, *Musical Comedy Review*. Heard at 10:30 each weekday evening this program has invited interest of the late evening musical seeker. Mail indicates wide interest.

* * *

War Speeches

MADE UP of excerpts from speeches on the war situation by famous statesmen and personalities of the United Nations, *The Wordage of War* has been started on WLAC, Nashville. F. C. Sowell, WLAC, general manager, prepares the 60-minute show with a cast of eight WLAC announcers.

* * *

Wartime Farming

RELATED to the drastic revisions in farm operations made necessary by the war, a series of 13 programs have been started by KDKA, Pittsburgh on the *Farm Hour*. Programs have been recorded by Don Lerch, KDKA farm director, and feature interviews with members of the Pennsylvania State College faculty.

* * *

Officials Advise

LEADING war effort officials of Connecticut plants describe their duties and advise the public on how to aid the war effort on *The Front Line*, new feature of WDRC, Hartford. Ray Barrett, chief announcer of WDRC, does the interviewing.

* * *

Telling Off the Axis

DIRECTING a message to the enemies of the United States and her allies, WPAR, Parkersburg, W. Va., airs the five-minute *Voice of Victory* each evening. Programs are intended as a morale builder by psychologically engendering and aggressive spirit into listeners.

Bondwagon

TO PROMOTE defense savings stamps and bonds, WGAR, Cleveland, has conceived *The Bondwagon* program series originating at the Hotel Statler. Featuring Clint Noble and his orchestra it employs the talents of personalities appearing at local theatres and nightclubs. Using the audience participation approach, listeners are urged to phone pledges. For each $25,000 collected, the Statler offers weekends for two servicemen selected by the USO.

* * *

Louisiana's Great

OLD LOUISIANA'S historical figures have their lives dramatized in *The Road to Yesterday* on WWL, New Orleans, sponsored by American Brewing Co., New Orleans.

* * *

By the Sea

SEAPORTS are re-created by means of narrative, drama and violin music in a series now heard on NBC and entitled *Ports of the Pacific*.

CBS Signs Concerts

SUMMER CONCERTS of the New York Philharmonic-Symphony at the Lewisohn Stadium, New York, a CBS feature since 1937, will be broadcast over CBS for the six summers through 1947. The concerts will enter their 25th season on June 17. They were originally an experiment in Summer music arranged for the entertainment of soldiers and sailors on leave during the first World War.

Bayer Changes

IN A RESHUFFLE of its network programs, Bayer Co., New York, instead of taking off the air its *American Melody* Hour, on April 21 will move the program from its present Wednesday spot on the BLUE to CBS Tuesday 7:30-8 p.m. The program occupying that time, *Second Husband*, also sponsored by Bayer, will be shifted to the BLUE April 20 in that network's Wednesday 9-9:30 p.m. spot. Agency in charge is Blackett-Sample-Hummert, New York.

Leberman Takes Leave To Enter Navy Service

P. K. LEBERMAN, president and owner of KRSC, Seattle, and manager of Muzak's FM station, W47NY, New York, as well as president and advertising director of *Family Circle* magazine, is on leave of absence to assume duty as lieutenant commander in the Naval Reserve.

Mr. Leberman

An Annapolis graduate, Mr. Leberman in 1923 was assistant communications officer on the staff of the late Hilary P. Jones, Commander-in-Chief of the U. S. Fleet. He joined *Family Circle* in 1934 as Pacific Coast manager, transferring to the New York office in 1936. Jack H. Curtis, former vice-president and western manager in Chicago, takes over Mr. Leberman's duties in New York.

Get this FREE REPORT now!

"WHO DETERMINES SELECTION OF MEDIA" is the subject covered in a report issued by PRINTERS' INK editors. It summarizes the "list-making" procedure of 154 advertisers . . . tells you how many executives you must sell . . . their titles . . . how agency and advertiser split buying responsibilities for various media. Many media men have distributed copies of this report to their sales representatives to check the completeness of their calls. Write now for P. I. Jury of Marketing Opinion Report No. 6E. Address Advertising Department, PRINTERS' INK.

We make ammunition for your salesmen

Turn into profit the sales ammunition published in PRINTERS' INK every week.

Here is how the Red Network of the National Broadcasting Company helps its sales staff with material from PRINTERS' INK. To meet the question—*Why Should We Advertise in Times of Emergency?*—the Red Network compiled a portfolio of answers, made it part of its sales bulletin, "Facts." This was issued to network salesmen, executives and all affiliated stations.

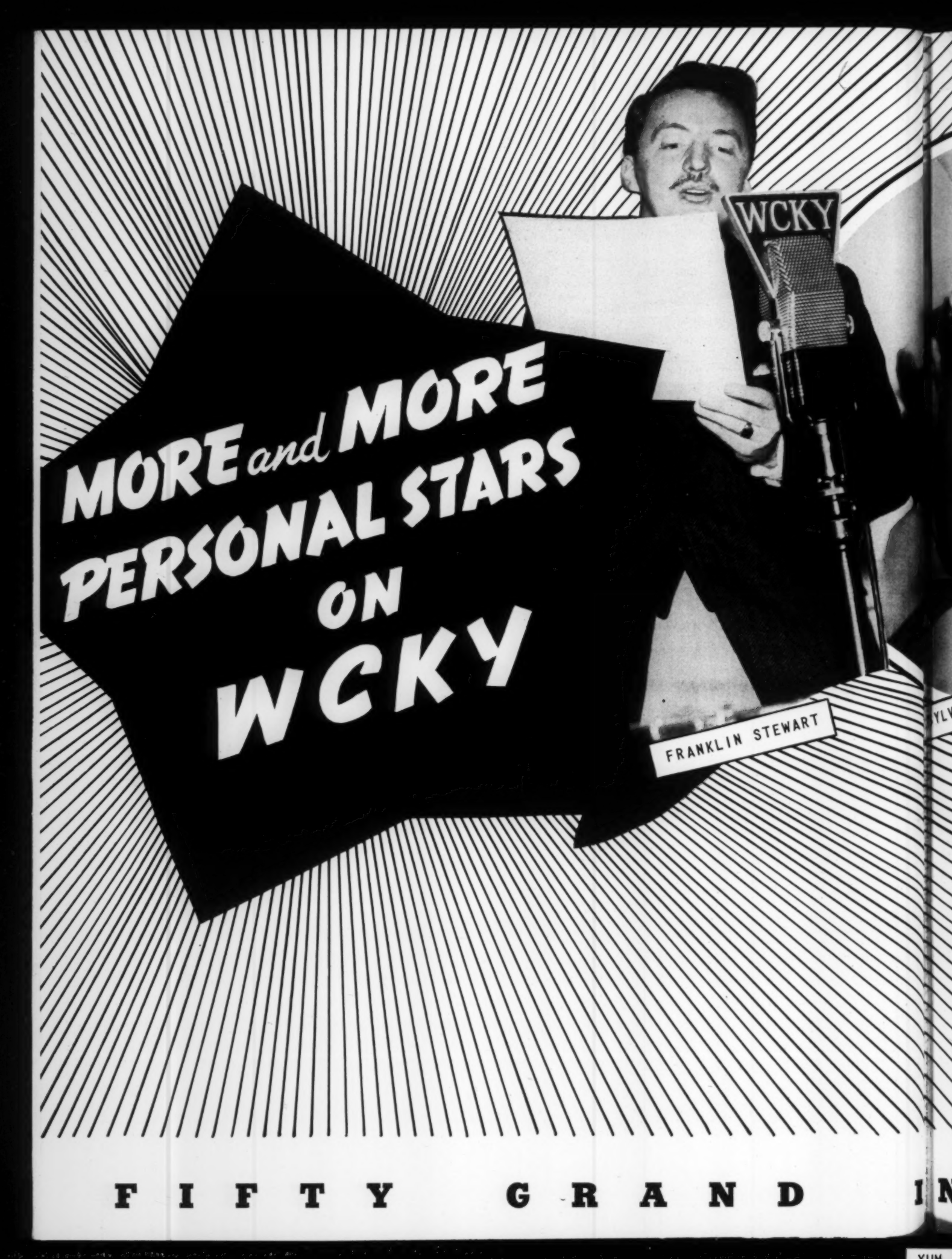
PRINTERS' INK contributions to "Facts" were 11 sections quoted from its pages, 57 articles for recommended reading and a 31-page report. All but four of the articles were published in 1941. The 31-page report first appeared in August, 1941. That this material is still *useful* and *timely* is a tribute to editorial foresight.

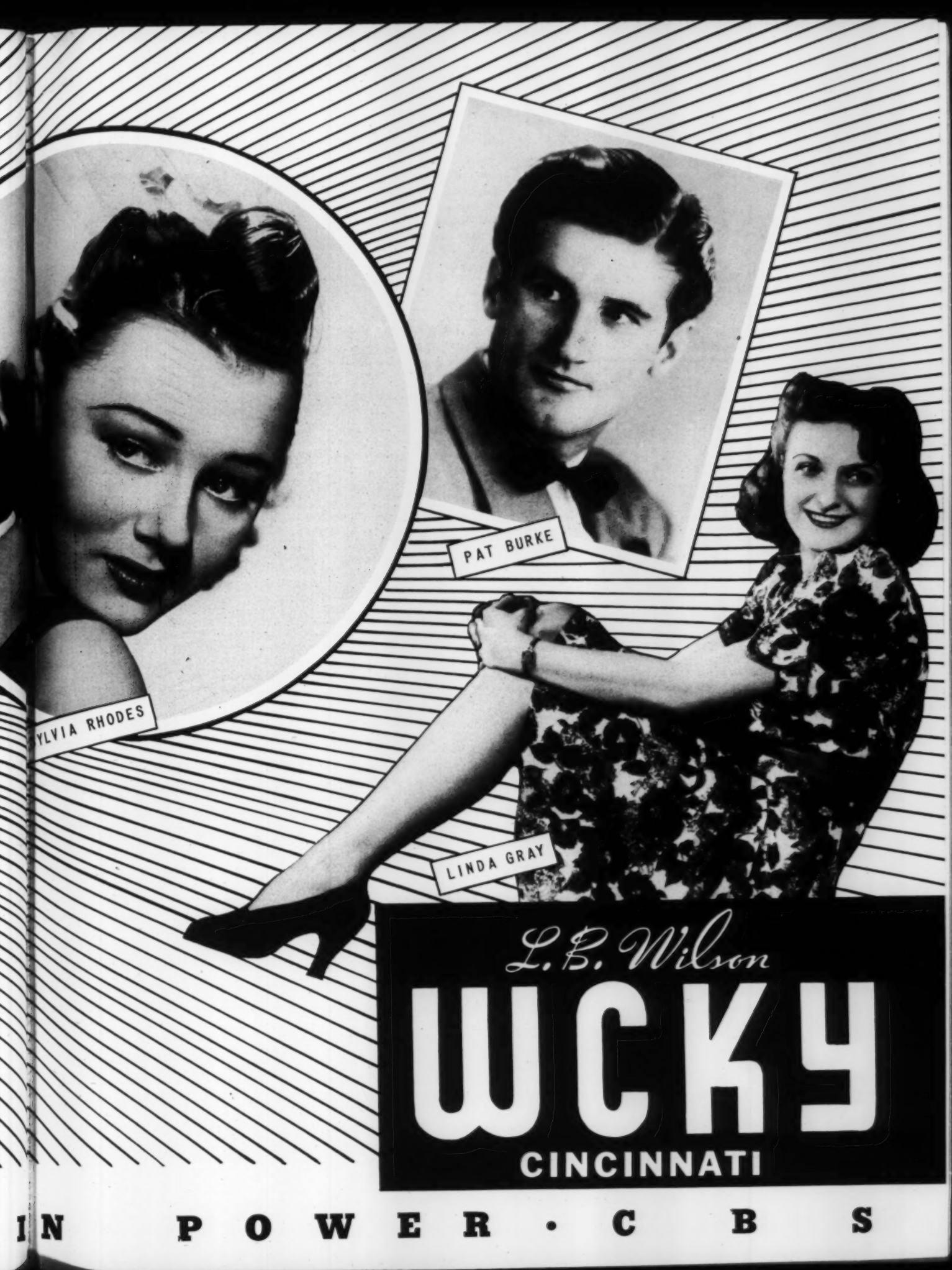
This is typical of the practical editorial service PRINTERS' INK renders to alert business men who want to keep ahead of trends. *There is no other editorial service like it.*

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.


MORE and MORE
PERSONAL STARS
ON
WCKY
WCKY
FRANKLIN STEWART
FIFTY GRAND


PAT BURKE
LINDA GRAY
L. B. Wilson
WCKY
CINCINNATI
IN POWER · C B S

BROADCASTING and Broadcast Advertising

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Petrillo's New Grab

JIMMY PETRILLO, czar of the musicians, is feeling his oats again. Because WSIX, Nashville, wouldn't capitulate to his demands, it has lost network service from MBS. This is symptomatic of what will happen generally, unless Petrillo's latest rampage is halted.

Petrillo's neat strategy is worth appraising. Last Wednesday, after Jack Draughon, head of WSIX, had rejected an ultimatum that he increase his musicians' payroll from about $2,600 to $9,000 a year, Jolting Jimmy ordered AFM to strike against MBS. The strike was called off minutes later when MBS stopped feeding musical programs, both sustaining and commercial, to the station. MBS said its action was unavoidable as it couldn't let one station cause loss of program service to nearly 200 other stations.

Having won this initial test in his new drive to make the broadcasting industry pay through the nose, Petrillo can be expected to proceed down the line. He has told broadcasters they will have to pay for the privilege of being network affiliates. It's "made work" for stations with a vengeance, but the authorities don't seem to be doing anything about it.

AFM holds its annual convention in Dallas in June. The industry, as a whole, hasn't had an agreement with AFM since expiration of the "Plan of Settlement" of Jan. 1, 1940. It's an even bet that a new "licensing plan", percentage-wise, will be proposed at this convention, with affiliates "taxed" for carrying network programs.

Till now, labor has been coddled and spoonfed. Evidently certain elements in the union field don't realize this is war, and insist upon throwing their overfed weight around. Some reaction has set in on Capitol Hill, but it hasn't touched such domains as that controlled by the irrepressable Petrillo.

Now is the time for affiliates and networks to get together to meet the new Petrillo thrust. Like the ASCAP problem, it will never be solved without a united industry. A definite plan of action should be devised promptly. Most of the industry meets in Cleveland May 11-14 for the NAB convention. AFM doesn't meet until the following month.

There is more important work than music and musicians to be handled in Cleveland. The industry has a war job to do. Yet it can't afford to overlook this grab for dollars and the threat of pulling the music plug on all radio.

We Want No 'Gimme'

APPARENTLY spurred by the example of England, where curtailed newspapers now get some 17% of their advertising from the Government itself, all sorts of propositions have been set before the Washington authorities to have them undertake paid advertising campaigns in behalf of the war effort.

Despite many reports that such purchases of time and space may soon be undertaken, close inquiries among the proper authorities, made by BROADCASTING, reveal them to be without foundation. Right now there is no disposition in high places to have Uncle Sam become a paid sponsor of time on the air or a buyer of space in newspapers.

It is true that the subject has been considered by the Committee on War Information, our wartime high command over news policy. But only as an academic question, because it would take an act of Congress, with slight chance of its passage, to secure a big enough advertising appropriation to utilize all or even a great part of the country's 20,000 or more dailies, weeklies, magazines and other periodicals which would demand equal treatment, let alone the 900 broadcast outlets.

The simple fact of the matter is that radio, like a goodly proportion of the press, isn't asking for any Government handout in the form of paid advertising. If there should be paid advertising, radio expects equal consideration with other media. But we think we can speak for radio, just as a Scripps-Howard editorial recently spoke for that part of the press that wants no subsidy even though the times are getting tougher for the printed media, in saying that radio wants no part of the "gimmie" spirit which threatens our war efforts.

Not Far Enough

THE ADMINISTRATION'S action in suspending anti-trust prosecutions for the duration, where responsible officials certify that war production would be impeded, is logical and sound. It is obvious, however, that it doesn't go far enough.

What about essential war *services* as distinguished from physical war *production?* To plead a special case there's the broadcasting industry, which admittedly is performing outstanding and indispensable war service. Yet it is under attack of Assistant Attorney General Thurman Arnold's "trust-busters" in proceedings instituted last December.

The complaints are against RCA-NBC and CBS, but they cut across the entire economic fabric of the industry in such fashion, perhaps, as to be helpful to a small segment of radio. But the overall effect is demoralizing and impedes the industry as a whole in performing at peak efficiency during the nation's battle for life.

Without debating the merits of the anti-monopoly suits, it stands to reason that if the top executives of the networks, as well as staff personnel, must prepare for a protracted trial of the issues, that much time and energy, not to mention money, will be lost to the war effort. Moreover, it has a depressing effect on the entire industry and on its clients.

The President, in declaring a moratorium on anti-trust prosecutions where heavy war industry is affected, provided a formula for deferring these purely domestic battles until the job of winning the war is done. That's in the public interest. Besides, it was made clear that new laws will be passed to extend the three-year statute of limitations applicable to anti-trust laws so that the litigation can take place after the war.

The Administration might well broaden the scope of its suspension program to encompass essential services as well as production. The contribution of radio in the war effort on the morale front isn't directly comparable to the war functioning of heavy industry. Yet it is interwoven in the whole war pattern—keeping the public informed and providing entertainment and relaxation to the nation at war.

The suspension program should go beyond even that. Why should the FCC fiddle around with such issues as newspaper ownership and multiple ownership and a host of other non-war issues? They likewise should be put on ice—or forgotten—so all concerned can pitch in on the one big job. Moreover, with the accent on economy in Government non-war operation, a neat savings in FCC appropriation would be effected.

Conservation

FROM EVERY QUARTER we hear it's going to get worse before it gets better on critical materials for transmitter maintenance. The squeeze is particularly hard in the case of tubes. War requirements for tubes are tenfold the normal capacity of manufacturing plants, but with the full conversion of factories to military radio production, this gap gradually will be closed.

The accent, from here out, should be on conservation of equipment, and more particularly tubes. Edgar T. Bell, directing head of WKY, Oklahoma City, KLZ, Denver, and KVOR, Colorado Springs, has introduced what to us appears a very effective conservation measure. He's signing off an hour earlier, and on an hour later, cutting two hours from the daily operating schedule.

It works this way: Two hours per day equals 14 hours per week or 728 hours per month. That cuts off more than one month's wear and tear per year on plant. It stretches tube life. And purely as a secondary matter, it effects an economy in operation.

We Pay Our Respects To —

EDGAR PERCY HORACE JAMES

BRITISH - BORN "Jimmy" James, from whom it was like pulling teeth to uncover what those E. P. H. initials stands for, is living proof that the British really have a sense of humor. Many of those who come into daily contact with the busy young director of the BLUE Network's publicity, promotion and research may not even know it, but "Jimmy" James has a store of anecdotes of both foreign and domestic vintage, plus a manner of telling, that would qualify him for the stage had he chosen that field for his career. He is one of radio's best raconteurs, a distinction he cherishes far less than the fact that he is one of the few NBC veterans who started back in the old 195 Broadway days and who is really one of the pioneers of the radio promotion game.

"Jimmy" James joined NBC when it was planning to move to 711 Fifth Ave. and when the congestion was so great that he was not even given a desk of his own. The Sales Promotion Department, which he has headed ever since, started on a borrowed desk which he was permitted to use only when the salesman who had it was out visiting clients. Thus he prepared his first promotion job for NBC at home—a booklet on the old Ipana Troubadors titled *Improving the Smiles of a Nation.*

From a wall display board, on which were pinned a few rather dilapidated pieces of merchandising and promotion material, "Jimmy" James developed the NBC Merchandising Advisory Service and its very exhaustive files of merchandising material. He had been engaged by Dan Tuthill, then sales manager, and was told he had two jobs to do—one to promote NBC, and the other to give advice to clients. Even in those early days NBC recognized that merchandising was equally as important as self-promotion.

Since he joined NBC some 15 years ago, "Jimmy" James has written or supervised the writing of countless promotion pieces and sales letters. He has written innumerable articles and made more speeches on broadcast advertising than anyone else in the organization. His insistence has always been that broadcast advertising and merchandising must be coordinated with all other forms of advertising and promotion, and the first textbook on the merchandising of radio campaigns was written by him in 1930.

Edgar Percy Horace James is a Londoner, born in the British capital June 23, 1904, the son of P. F. James, a well-known British advertising man who was better known for his cartooning, which he did for British periodicals as a sideline, than as president of the P. F. James Advertising Agency. At London U he studied business subjects and economics for less than a year, deciding to abandon his studies to join an accounting firm. He stayed with this firm the balance of his normal four college years and got to know the inside workings of such businesses as dry goods, Spanish fruit importing, jewelry, shoe polish manufacturing, fertilizers, piano making, safety matches, spice and tea importing, brush manufacturing, commercial photo enlarging, etc.

In 1924 he decided it was time to start a career in earnest. Following his father's footsteps, he joined the small but important Nash & Alexander Advertising Agency. After two years of varied advertising experience, including work on several American accounts, he decided to visit the United States and learn something of American methods. He liked it here, and when an opportunity arose to join the copy staff of Lambert & Feasley, New York agency, he quickly accepted.

Except for a short trip back to London in 1927 to tell the folks of his determination to stay in America, and occasional vacation trips, he has been here ever since. He joined NBC right after his return to this country, and has since become an American citizen. His friends think he needs only to find the right American girl to complete his naturalization process.

"Jimmy" James was a founder-member of the American Marketing Society, author of *NBC Markets* (1932) and *NBC Network Aireas* (1935) and co-author of *The Technique of Marketing Research* (McGraw Hill Publishing Co.). Outside office hours he is active in the Amateur Comedy Club and the Mendelssohn Glee Club. He is also a committee member of the Boy Scouts of America. His clubs are the Advertising Club of New York and the Bronxville Field Club.

Personal NOTES

NILES TRAMMELL, president of NBC, on March 29 left Roosevelt Hospital, New York, where he has been for the past month following an appendectomy, for Florida to complete his convalescence. He is expected back on the job at Radio City sometime in May.

OLIVER GRAMLING, assistant general manager of Press Assn., AP subsidiary handling preparation and sale of news for radio married Marianna Smillie, directress of the Barbizon Studio of Fashion Modeling, New York, on March 30, in Miami, Fla.

DR. EMANUEL R. PIORE, formerly engineer in charge of the CBS television laboratories, has resigned to become a senior physicist with the Bureau of Ships in Washington. Move, which also requires him to give up a course in engineering physics he was teaching at City College, was requested by the Navy.

CHARLES RYND, sales service manager of the Blue Network, last week became the father of his second daughter, Susan Wheeler.

OSCAR TURNER of NBC Radio-Recording division, is retiring this month to become a farmer on his own 600-acre farm in South Carolina. Norman Cloutier takes over Mr. Turner's duties in the transcription department.

EDYTHE GLASSMAN, formerly with Columbia Artists, now owned by the Music Corp. of America, has joined the sales staff of WNEW, New York.

RAY F. SCHULTS, formerly with International Radio Sales and at one time with William G. Rambeau, station representative, Compton Adv. and General Outdoor Adv., has joined the radio sales department of CBS as account executive.

GENE NIEMANN has replaced Dick Harbert on the sales staff of KTFI, Twin Falls, Ida. Harbert is joining the Air Corps.

HOWARD J. LONDON, formerly of the Committee for the Celebration of the President's Birthday and Pedlar & Ryan, has been appointed radio director of the Navy Relief Society-National Citizens Committee with headquarters at 730 Fifth Ave., New York.

WARD WILCOX, salesman of KTSA, San Antonio, Tex., is conducting a class in radio salesmanship at San Antonio Junior College.

JAMES W. BANCKER, director and vice-president of the Western Electric Co., retired last week after approximately 50 years service to the company. Mr. Bancker holds a number of other Bell System posts. He is a director of Bell Laboratories, the Teletype Corp., and the Nassau Smelting & Refining Co., and chairman of the board of the Manufacturers' Junction Railway, Chicago.

J. F. HIDDLESTON, formerly vice-president of the Pacific National Agency, Seattle, has joined KIRO, Seattle, as local sales manager. W. F. Tucker, formerly an account executive with Foster & Kleiser, Seattle, has joined the local sales staff.

BURLE ELY, assistant sales and promotion manager of International News Service, New York, is the father of a boy born March 29.

ROBERT C. MAYO, account executive of WOR, New York, is the father of a boy, born March 22.

E. A. TRACEY, formerly with Majestic Radio & Television Corp., has been appointed vice-president and general manager of Muzak, succeeding P. P. Holland, it was announced last week by C. M. Finney, president.

JULIAN GARSON, formerly of CJKL, Kirkland Lake, Ont., has been appointed commercial manager at CFCH, North Bay, Ont.

PHILIP MORRIS, manager of CFPL, London, Ont., who was stricken ill at the Canadian Association of Broadcasters' convention at Montreal on Feb. 11 [BROADCASTING, Feb. 16], is now back at his desk following nearly six weeks of illness.

PETE SMYTHE has joined the sales staff of KLZ, Denver.

WWL Appoints Baird To Be Commercial Head

APPOINTMENT of Larry Baird, salesman of WWL, New Orleans, as commercial manager, was announced last week by W. Howard Summerville, general manager. He succeeds A. Louis Read, who resigned to enter the Navy.

Before joining WWL, Mr. Baird was a publisher's representative with William R. Stewart, Chicago. In 1931 he was advertising manager of the *New Orleans States.* Mr. Baird is replaced in the sales department by Edward L. O'Dwyer, merchandising manager.

New in Who's Who

AMONG radio notables included for the first time in the roster of national figures appearing in the 1942-43 edition of *Who's Who in America* are Niles Trammell, NBC president; Frank E. Mullen, NBC vice-president and general manager; A. A. Schechter, NBC director of news and special events; Frank Black, NBC musical director; Thomas S. Lee, president of Don Lee Broadcasting System; Walter S. Lemmon, head of the World Wide Broadcasting Corp., operating WRUL, Boston; Eric Sevareid, former correspondent in France for CBS and now attached to its Washington bureau; Don Wilson, announcer of the Jack Benny show; Arch Oboler, radio playwright; Carlton E. Morse, author of *One Man's Family;* Meredith Willson, musical director of *Maxwell House Coffee Time;* Bob Hope, star of the *Bob Hope Show;* James and Marian Jordan (*Fibber McGee & Molly*); Ezra Stone (*Henry Aldrich*).

West Wise!

When a big market is a one-station market it's *really* a buy. KSL covers all of the Intermountain West and what's more knows how to keep its westerners listening . . .

Hooper studies made in widely separated areas throughout Intermountain America tell the story

. . . *Ask Petry!*

KSL

SALT LAKE CITY

50,000 WATT KEY STATION FOR COLUMBIA IN THE INTERMOUNTAIN WEST

BEHIND the MIKE

DON HASTINGS, formerly with KFWB, Hollywood, and KDB, Santa Barbara, is now announcing for WIBC, Indianapolis, and celebrating 16 years in radio which started in the same studios now occupied by WIBC.

DOROTHY DEAN HUDDLESTON, formerly with KTAR, Phoenix, has become traffic manager of KTFI, Twin Falls, Ida.

BILL DAY, Colorado U graduate and publicity director of the school of the last four years, succeeds Ed Sproul in the news department of KOA, Denver. Sproul leaves for yoeman's school for the Navy.

HOWARD ROBERTS, head of the audience mail department of KOA, Denver, was inducted into the Army last week.

BRUCE MacDONALD, formerly of WEMP, Milwaukee, has joined the announcing staff of WIND, Gary, Ind.

DICK JENNINGS, announcer of KFDM, Beaumont, Tex., joined the Army April 3.

MARY FRANCES SEGALL, publicity director of WMFF, Plattsburg, N. Y., has resigned to enter fulltime volunteer civil defense work. WMFF publicity will be handled by Earl Sharland, formerly of WNBZ, Saranac Lake, now a WMFF announcer.

GEORGE B. TURRELL JR., formerly managing editor of *Country Life*, has joined NBC's press department to handle publicity for the network's international division, succeeding Gerald Mayer who resigned to take a Government position.

DAVID STONE, announcer of WINS, New York, married Ruth Schlanger, of Brooklyn, last week.

HAL MULLIGAN, formerly of WING, Dayton, has joined the announcing staff of WGAR, Cleveland.

WILLIAM SHANKLE, formerly of KVBG, Great Bend, Kan., has joined the announcing staff of KROD, El Paso, Tex.

BILL HARPEL, former announcer and salesman for KFQD, Anchorage and KFAR, Fairbanks, is now at KDB, Santa Barbara.

JAMES A. PETERSON, formerly announcer-producer at KGA-KHG, Spokane, has joined KSL, Salt Lake City, as chief announcer, replacing Russ Stewart who resigned to become director of KLO's Salt Lake City studios.

PETER ARNELL has been appointed publicity director of WJLS, Beckley, W. Va. He will handle his regular announcing assignments.

SHIRLEY MAYER, publicity director of WPEN, Philadelphia, has resigned.

MARILYN MacLEAN has been appointed traffic manager of KROW, Oakland, Cal., succeeding Shirley Radston, who resigned to enter defense work.

TOM HOTCHKISS, announcer, formerly of KTUC, Tuscon, Ariz., has joined KROW, Oakland, Cal. replacing Gene Norman, resigned.

JOSE CRESPO, stage and screen actor, has joined the Spanish language staff of the CBS shortwave division as an announcer for CBS' new Latin American network.

Shaw on Pulpit

NEWS REPORTER to preacher was the experience of Charles C. Shaw, news bureau head of KTSA, San Antonio, when he recently was guest speaker in the pulpit of the Woodlawn Methodist Church, San Antonio. His subject was "The Axis and Religion".

RUTH BARNARD, Hollywood traffic manager of Don Lee Broadcasting System, has resigned to accept a Government post in San Francisco.

BOB MARTIN, formerly of WAAT, Jersey City, has joined the announcing staff of WTAG, Worcester, succeeding Bill Brennan who joined CBS.

FRED PARSONS, from WPAR, Parkersburg, W. Va., has joined WSB, Atlanta, as announcer-writer.

WALTER PASCHALL, news editor of WSB, Atlanta, will aid in instructing the Emory U "Personalities in Politics" classes during the Spring term.

HUGH IVEY, announcer of WSB, Atlanta, has been called into the service and will instruct air navigation classes at Camp Gordon naval aviation base.

FRED HAYWOOD, of the production staff of WBT, Charlotte, was to report for Army duty, April 11.

BILL HENRY, newspaper columnist and Hollywood commentator on the four-weekly quarter-hour NBC *By the Way*, sponsored by American Chicle Co., has been signed for a featured role in the Republic Productions film, "Beyond the Great Divide".

LOVIE MacCLURE and Dorothy Haythorne, new to radio, have been placed in charge of KHJ, Hollywood, script department.

WILLIAM ROY AUSTIN, has rejoined KOY, Phoenix, as an account executive following a nine-year absence.

HOWARD GRAY, production manager and chief announcer of KFVD, Los Angeles, is the father of a girl born in early March.

DOUG DOUGLAS has been elevated to chief announcer of KRKD, Los Angeles, succeeding Howard Bell who resigned to join KPAS, Pasadena.

ARAM REJEBIAN, program director of KVEC, San Luis Obispo, has enrolled in the Marine Officers Training School.

BOB EDWARDS, sportscaster, formerly of KROY, Sacramento, Cal. has joined KSFO, San Francisco.

C. A. ANDERSON, formerly of KIDW, Lamar, Col., has joined the announcing staff of KFEL, Denver. Lynn Cook, formerly of KGVB, Great Bend, Kan., joined KFEL as a newscaster.

CHIC CRABTREE, production manager of KTFI, Twin Falls, Idaho, is the father of a girl.

BILL DEMLING, Hollywood freelance radio writer-producer, has joined the writing staff of the weekly NBC *Rudy Vallee Show*.

MARGARET LANAHAN, assistant accountant of KNX, Hollywood, and Al Blackman, insurance company executive, are to be married in June.

VIOLET MOSS, Hollywood radio writer, and Gerald Max Wilk, of that city, were married March 29 in Santa Monica, Cal.

GLENN RIGGS, Blue announcer, will handle commercials and act as m.c. of the program on WJZ, New York, to start April 13 under sponsorship of Rubsam & Horrman Brewing Co., starring Diane Courtney and the Jesters.

JOE CONNALLY, scriptwriter of J. Walter Thompson Co., New York, has been transferred to the agency's San Francisco office to assist Carroll Carroll on the Kraft Cheese Co. NBC program.

JOY VIRGINIA GRUBBS will resign as assistant director of CBS *School of the Air of the Americas* on April 10 to accept an appointment to the staff of the U. S. Embassy at Bogota, Colombia.

HARRY LEROY, announcer, has joined KQW, San Jose, Cal., replacing Bert Buzzini, who recently joined the Navy.

DICK WYNNE, announcer and newscaster of KFRC, San Francisco, has joined the Marine Corps.

AL FITZGERALD has been appointed program director at CFCH, North Bay, Ont. He comes from CKRN, Rouyn, Que. He replaces Russ Nickle who has joined the Royal Canadian Air Force.

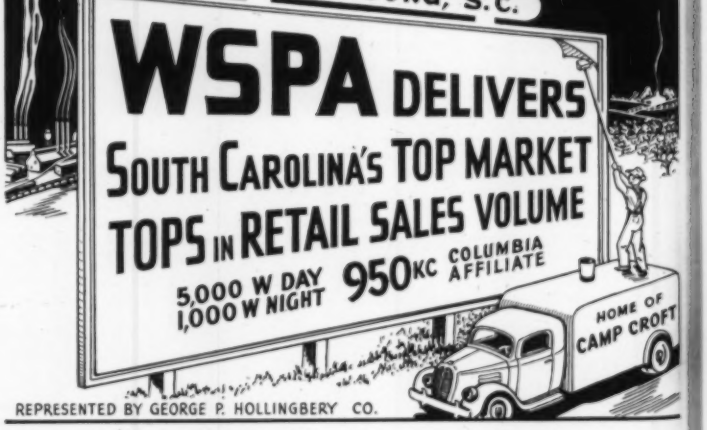
MARY DORR, commentator, has resigned from KLS, Oakland, Cal.

PHIL RAY, announcer and sportscaster, formerly of KROW, KFRC and other Bay district stations, has joined KLX, Oakland, Cal.

LINCOLN MILLER, formerly of Alaska, has joined KSFO, San Francisco as announcer. He and Betty Zapel of Pasadena were recently married.

BEN HARKINS, formerly program director of KFRC, San Francisco, has joined the production staff of KROW, Oakland.

NEIL B. HACKETT, newscaster of WPAT, Paterson, N. J. has joined the Army and is now at Fort Dix.



JOHN BRADFORD, has been promoted as assistant program and production manager of WFMJ, Youngstown, replacing Jim Sirmons who recently joined the production staff of CBS, New York.

DAL WYANT, formerly of WCMI, Ashland, Ky., joined WFMJ, Youngstown, as continuity writer.

DON LERCH, farm director of KDKA, Pittsburgh, has been elected an honorary member of the Future Farmers of America, Slippery Rock, Pa., chapter.

MAJ. PAUL C. RABORG, military analyst, returned to WHN, New York, March 30 to do a series of military broadcasts on his new book *Mechanized Might*.

GEORGE MAYNARD, assistant eastern production manager of NBC and producer of *Johnnie Presents* sponsored by Philip Morris & Co., New York, will be inducted into the service April 9.

HARRY GEISE, formerly meteorologist of WLS, Chicago, has joined the Kingsbury, Ind., munitions plant in the same capacity.

GENE SLEETE, dramatist from Northwestern U, has joined the production department of WBAP-KGKO, Fort Worth.

RUTH FAUST, recently married, has resigned as traffic manager of KXOK, St. Louis. Arthur T. Jones, KXOK announcer, was the featured speaker at a meeting of the Wellston Council of Parent & Teachers Assn.

RAYMOND BAKER has become program director of WITH, Baltimore, replacing Bob Bingham. Tom O'Connor then became assistant program director and Eddie Hubbard, staff announcer, also handles publicity.

DICK DUNHAM, announcer at WITH, Baltimore, recently married Ida Ingram, sister of Tom Ingram, engineer there.

Dillon at Navy Dept.

CHARLES DILLON, for the last five years director of radio of the American Red Cross, has joined the radio section of the Navy Department's Bureau of Public Relations as executive officer, with rank of lieutenant (j.g.) U. S. Naval Reserve. Chief of the section is J. Harrison Hartley, former assistant director of news and special events of NBC.

CBS Honor Roll

RED-BORDERED white flag bearing 40 blue stars honoring that many CBS Hollywood employes new serving in armed forces was unfurled at a ceremony held in that studio's patio March 27. Donald W. Thornburgh, CBS Western division vice-president, performed the flag-raising rites, while Harry W. Flannery, network's former Berlin correspondent, read the honor roll.

"If you want magical results, try KXOK St. Louis, Mo.
630 KC. 5000 WATTS
BLUE NETWORK

PRIZE HAM FOR TALL CORN was the prize recently presented to the Governor of Iowa by the State of West Virginia, acknowledging the farmer's claim for the tallest corn. During the fifth annual WHO-Iowa State Fair National Tall Corn Sweepstakes, West Virginia, through WCHS, Charleston, challenged the supremacy of Iowan corn for the third year. Iowa won the competition but the award was temporarily withheld when it was rumored the prize-winning stalk was earless. Eventually this technicality was cleared up and on March 23 West Virginia acknowledged defeat. Gov. George A. Wilson was officially presented the West Virginia ham by Herb Plambeck (right), farm news editor of WHO, while J. O. Maland, manager of the Des Moines station, watched.

Scripters in Hollywood Aid In War Activites

FIRST REPORT on activities of the Hollywood Writers Mobilization organized less than two weeks after the United States entered the war, reveals that more than 200 writers in the radio, scenario and publicity divisions have been engaged actively in war assignments.

Included in the effort are a radio script written by True Boardman, and shortwaved to Australia; a broadcast written and produced by Hector Chevigny and Frederick Kohner on President Masaryk's birthday and shortwaved to Czechoslovakia; a St. Patrick's Day broadcast written by Mary McCall Jr. and Milton Merlin, which was shortwaved to Ireland. Numerous skits, plays and stories suitable for war activities have been turned in by Sam Moore, Hal Fimberg and Paul Franklin, with the latter also writing 250-foot trailers for the Red Cross camp division. Robert Lee Johnson wrote material for the Junior Defense Savings Division.

12 good reasons why you should use WQXR . . .

1. MARTINSON'S COFFEE **286** *weeks on* WQXR	2. VENIDA TISSUES **284** *weeks on* WQXR	3. STROMBERG-CARLSON RADIOS **135** *weeks on* WQXR	4. G & D WINES AND VERMOUTH **131** *weeks on* WQXR
5. WILLIAMS SHAVING PREPARATIONS **106** *weeks on* WQXR	6. BOTANY WORSTED MILLS **106** *weeks on* WQXR	7. FELS NAPTHA SOAP **99** *weeks on* WQXR	8. GENERAL FOODS CORP. **82** *weeks on* WQXR
9. OLD GOLD CIGARETTES **80** *weeks on* WQXR	10. SCHRAFFT'S RESTAURANTS **68** *weeks on* WQXR	11. GULDEN'S MUSTARD **60** *weeks on* WQXR	12. JERGENS-WOODBURY BEAUTY AIDS **56** *weeks on* WQXR

Other Clients Now Using WQXR:
PEPSI - COLA
VICTOR RECORDS
KRE - MEL DESSERT
DUNHILL CIGARETTES
WELCH'S GRAPE JUICE
BEECHNUT CHEWING GUM

10,000 WATTS NIGHT AND DAY CLEAR CHANNEL
WQXR
"MUSIC SELLS THE WORLD'S GREATEST MARKET"

WCAO
in Baltimore

CONSISTENTLY REACHES & INFLUENCES

the cream of your sales potentials

•

600 KC
CBS BASIC

Paul H. Raymer Co.
Nat'l Sales Representatives

Newscasts Found to Be Leading Factor In Promoting Latin American Relations

NO SINGLE factor is doing more to further the spirit of intercontinental unity among the Americas than the rapidly expanding program of newscasts throughout the Latin American republics, according to A. L. Bradford, general radio manager of United Press, who has just completed a tour of inspection of the UP bureaus in 15 South and Central American countries in which Latin American editions of the *Esso Reporter* series have been started.

Mr. Bradford

"Everywhere there is evident a new sense of the community of interests between our neighbor nations and ourselves." Mr. Bradford said, "and to a large extent this reflects the increasing knowledge and understanding of mutual problems growing out of a vigorous press and a newly energized radio."

Meeting a Need

The *Esso Reporter* broadcasts, sponsored by the Latin American outlets of Esso Marketers, New York, and placed through McCann-Erickson, New York, meet a "very definite need for brief, reliable news throughout the day," he said, adding that in some communities which have only two or three newspapers, all published in the evening, the people were "news starved" during the day before the Esso series started.

"Radio news distribution in Latin America has been a phenomenal success from the outset," Mr. Bradford stated. "It is not at all unusual to find groups of people gathered around a radio set in some remote village, tuned in and waiting for the newscast. Latin American editors," he added, "have learned what North American editors know—that newscasts actually whet the public interest in news."

Visiting Cuba, the Dominican Republic, Puerto Rico, Venezuela, Colombia, Panama, Costa Rica, Nicaragua, Honduras, Salvador, Guatemala and Peru, in each country Mr. Bradford conferred with the President or other leading governmental officials, who were uniformly cooperative, he said. "We encountered situations where regulations, long existing threatened to block our way, but in every instance when the proposed program of newscasts was explained, all obstacles were removed."

In the Front Line

"It was heartening," he continued, "to learn at first hand how whole-heartedly the peoples of all these countries are on the side of the democracies in this war and how anxious they are to have all the news possible of the United States and its war effort and war plans. The northern countries of Latin America and of the Caribbean Basin and Central America not only are on the side of the democracies but consider themselves actually in the front-line of hostilities along-side the United States.

"For the existence of this attitude, an intelligent reliable American press is entitled to share honors with President Roosevelt's wise Good Neighbor Policy and the helpful activities of the Nelson Rockefeller committee on Inter-American affairs."

SEMI-ANNUAL convention of the Society of Motion Picture Engineers will be held May 4-8 at the Roosevelt Hotel, Hollywood.

560 KC
5000 WATTS DAY
CP 5000 WATTS NIGHT
The Carolina's BEST Frequency!
WIS
NBC Red
COLUMBIA, S.C.
FREE & PETERS Inc., National Representatives

Meet the LADIES

DOROTHY BURGESS

THE *Calling All Women* daily feature of KGVO, Missoula, Mont., has in three short months built a large following. Dorothy Burgess' fan mail for those three months just concluded reached the unprecedented height of almost 15,000 pieces.

Dorothy is a graduate of Northwestern U, where she majored in speech and studied radio under Al Crews. She also studied dramatics and stagecraft with Maude Adams at Stephens College, Missouri, and has appeared on commercial programs of CBS, NBC and Mutual. She has a varied background, both in the East and the Northwest as club speaker, social worker, writer, radio commentator, television actress, and producer for both theatrical and radio shows. Last Summer she was director of Children's Theatre at Montana State U.

Dorothy's *Calling All Women* places accent on women's interests *other* than cooking, as she feels that today's average housewife is besieged on every side by magazines, radio home economics experts and pamphlets packaged with her grocery store purchases with more good recipes than she can use. Consequently, Dorothy's friendly daily programs are concerned with fashions, child care, home decoration and planning, and women's place in the war effort. Her impressive background and her large and loyal following of women listeners belies the fact that Dorothy Burgess is only 22.

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR

Winston-Salem, North Carolina
National Representatives
International Radio Sales

in the CONTROL ROOM

CLIFFORD W. SMITH, western manager of Electrical Research Products division of Western Electric Co. has assumed his new duties of assistant comptroller of sales for the latter firm in New York. Kenneth F. Morgan, headquartered in Hollywood, is western manager. S. E. Hawkins replaces Morgan as commercial superintendent of ERP.

HAL CAIRNS and Billy Harris are recent additions to the engineering staff of WWL, New Orleans.

DAN BENNAGE, formerly of KPHO, Phoenix and KWJB, Globe, in Arizona has joined KPRO, Riverside, Cal. engineering staff.

A. J. MILLMAN has been added to the engineering staff at KFEL, Denver.

WILLIAM DIETZ, engineer of WISH, Indianapolis, has enlisted in the Navy.

RUSSELL SALTER, engineer of WISH, Indianapolis, is the father of a baby girl born recently.

HARRY EDWARDS, formerly of the engineering staff of KOMA, Oklahoma City, is now in England with the Signal Corps.

KENNETH LEINER, formerly chief operator of the West Virginia State Police network, has joined the staff of WWVA, Wheeling, W. Va.

WILLIAM P. (Red) HUNTER, from WFLA, Tampa, has joined WTSP, St. Petersburg, as chief engineer, replacing Marion Gulick who has entered Government service.

BILL SABO, transmitter engineer of WEXL, Royal Oak, Mich., recently became the father of a boy.

CARL MILNER, engineer of the Bloomfield transmitter of WDRC, Hartford, has joined the Government in a civilian capacity.

PATRICK SIMPSON, formerly of WHN and WNEW, New York, and chief engineer of WGNY, Newburgh, N. Y., has joined the BLUE, N. Y.

JOE ROHROR, control room supervisor, and D. D. Kahle, engineer, were among the first to receive cash awards under the employe suggestion plan adopted by KOA, Denver.

EDWARD J. CONTENT, assistant chief engineer of WOR, New York, has returned after a six-weeks absence due to an appendectomy.

CARL ANDERSON, Willard Anker and Charles Barnhart, formerly of the engineering staff of WIND, Gary, Ind., have joined civilian service of the Army, and will install and supervise detection equipment.

ALFRED MILLS and Sidney A. Cooley have joined the operating staff of KDB, Santa Barbara, replacing Bill Copeland, now in the Army Signal Corps, and Maury Schmitz, now with KHJ, Los Angeles.

WILSON A. MONROE, from KRB, Bozeman, Mont., has joined KROD, El Paso, as operator.

HOLLY PEARCE, studio engineer supervisor of WBBM, Chicago, on March 27 became the father of twins, Robin and Karen.

ESTIL WILLS, control room operator of WJLS, Beckley, W. Va., enlisted in the Marines. He will be assigned to the communications division.

WILLARD DEAN, remote engineer, and Hood Waldo Rood, control operator, of WPTF, Raleigh, were the fathers of sons on March 28 and 30, respectively.

Indianapolis Gets First FM Station

GRANT of a construction permit for a new commercial FM station in Indianapolis, was announced last Wednesday by the FCC in issuing CP to Associated Broadcasters Inc. The new outlet is to operate on 47.3 mc. to serve an area of 8,400 square miles and is the first FM grant in that city. Associated Broadcasters also has an application pending before the Commission for a new standard broadcast station in Indianapolis, 250 watts daytime on 1240 kc.

Principals are Myron J. McKee, director and officer of the Automobile Underwriters Inc. and director of the local Union Trust Co., 195 shares of stock; Ben L. Tamney, district sales supervisor of Rodefeld & Co., distributors of Zenith radios, records and automotive supplies, vice-president, 95 shares; Thompson Kurrie, lawyer and realtor, secretary, 95 shares; Rudolph M. Crandall, general manager and buyer for L. S. Ayres & Co. department store, president, 55 shares.

As the freeze order of the FCC and WPB affects standard station applications only, FM, television and other categories do not yet fall under the restrictions. It is felt in responsible quarters, however, that steps to limit grants in these classifications will soon be taken.

W57A, General Electric Co. construction permit in Schenectady, was granted a modification of CP by the Commission to change its frequency from 45.7 mc. to 48.5 mc. Action automatically changes the call letters to W85A.

Simultaneously a petition of Greater New York Broadcasting Corp. for grant without hearing of a new FM station in New York was denied by the FCC.

Felix Suspends for War

TO DEVOTE full time to a field project for the Signal Corps of the Army, Edgar Felix, director of Radio Coverage Reports, announces suspension of that service until further notice. The staff of Radio Coverage Reports is now 100% on leave for war projects. L. C. Skipper, director of field service, is on the engineering staff of the Sperry Gyroscope Co.; J. Murray, statistician, is calculating for the Navy at Washington.

Where But
WSYR
SYRACUSE
Can You Tap the East's Best Farm Audience?

PERFORMANCE STRENGTH and LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

1
CBS 50,000 WATT STATION COVERS BOTH NORFOLK AND RICHMOND DOWN IN VIRGINIA!

Norfolk Studio
508 DUKE STREET
Richmond Studio
HOTEL RICHMOND

WRVA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMO, Tacoma, Wash.

Longines-Wittnauer Co., New York (watches), weekly *t*, thru Arthur Rosenberg Co., N. Y.
Kellogg Co., Battle Creek, Mich., (Corn Flakes). 10 *t* weekly, thru J. Walter Thompson Co., Chicago.
Columbia Brewing Co., St. Louis (beer), 11 *sa* weekly, thru Lunke-Ryan, Seattle.
Washington Cooperative Assn., Seattle (produce, eggs), 5 *sa* weekly, thru Pacific National Adv. Agency, Seattle.
Beneficial Casualty Ins. Co., Los Angeles (life insurance), 3 *t* weekly, thru Stodel Adv. Agency, Los Angeles.
Par Soap Co., Oakland, Cal., (household soap), 6 *sa* weekly, thru Tomaschke-Elliott, Oakland.
Northern Pacific RR, Seattle, 2 *sa* weekly, thru Strang & Prosser Adv. Agency, Seattle.
Gill Bros. Seed Co., Portland, (seeds), weekly *t*, thru W. S. Kirkpatrick Adv. Service, Portland.

WMAQ, Chicago

Lever Bros., Cambridge, Mass. (Vimms), 4 *sa* weekly, 13 weeks, thru BBDO, N. Y.
Washington State Apple Commission, Wenatchee, Wash., 3 *sa* weekly, 5 weeks, thru J. Walter Thompson Co., San Francisco.
Swift & Co., Chicago (Vigoro fertilizer), 7 *sa*, thru J. Walter Thompson Co., Chicago.

KPRO, Riverside

Ben Hur Coffee, Los Angeles, 101 *ta*, thru Theodore B. Creamer, Los Angeles.
California Electric Power, Riverside, 78 *sp* direct.
International Correspondence Schools, Scranton, 90 *sa*, direct.
Dr. Salsbury's Laboratories, Charles City, Ia., 39 *ta*, thru N. A. Winter Adv. Agency, Des Moines.

WHO, Des Moines

Peter Paul Inc., Naugatuck, Conn. (Mounds), 6 *sa* weekly, thru Platt-Forbes, N. Y.
Naughton Farms Inc., Waxahatchie, Tex. (nursery), 6 *sp* weekly, thru Rogers & Smith, Dallas.
Sunway Vitamin Co., Chicago, 3 *sp* weekly. thru Sorenson & Co., Chicago.

KECA, Los Angeles

Murine Co., Chicago (eyewash), 6 *ta* weekly, thru BBDO, N. Y.
Larus & Bros. Co., Richmond, Va. (Domino cigarettes), weekly *sa*, thru Warwick & Legler, N. Y.
Westco Co., Los Angeles (Van's shoe polish), 2 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

KFJZ, Fort Worth

Texas Co., New York, (gas and oil), 5 *sp* weekly, 52 weeks, thru Buchanan & Co., N. Y.
Liggett & Myers Tobacco Co., New York Velvet tobacco), 3 *t* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

KHJ, Hollywood

Colonial Dames Corp., Los Angeles (cosmetics). 2 *sa* weekly, thru Glasser, Gailey & Co., Los Angeles.
F. Schumacher & Co., N. Y. (Waverly bonded fabrics), 5 *sp* weekly, thru Anderson, Davis & Platte, N. Y.

KFAC, Los Angeles

Westco Co., Los Angeles (Van's shoe polish), 2 *ta* weekly thru Elwood J. Robinson Adv. Agency, Los Angeles.
Chemicals Inc., San Francisco (Vano), 13 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.

WWRL, New York

Pepsi-Cola Co., New York, 35 *sa* weekly, 13 weeks, thru Newell-Emmett, N. Y.
Bower Sulphur Labs., New York (Sulfluid Sulfer Shampoo), weekly *sp*, thru Halpern Adv., N. Y.

WENY, Elmira

Kirkman Soap, New York, 80 *ta*, thru N. W. Ayer & Sons, N. Y.
Shell Oil Co., New York. 130 *ta*, direct.
Socony-Vacuum Oil Co., New York, 676 *sp*, thru J. Sterling Getchell Co., N. Y.
Lever Bros., Cambridge (Swan Soap), 130 *ta*, thru Young & Rubicam, N. Y.
American Chicle Co., New York, (Dentyne Gum), 100 *ta*, thru Badger, Browning & Hersey, N. Y.
National Biscuit Co., New York (bread). 206 *ta*, thru McCann-Erickson, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 72 *ta*, thru Franklin Bruck Corp., N. Y.

WIND, Gary, Ind.

Liggett & Meyer Tobacco Co., New York (Chesterfield), 70 *ta* weekly, 4 weeks, thru Newell-Emmett Co., N. Y.
Dr. Ellis Sales Co., Pittsburgh (beauty aids), 3 *sp* weekly, for 13 weeks, thru Smith, Taylor & Jenkins, Pittsburgh.
MacFadden Publications, New York (True Detective magazine), 12 *sa*, thru T. J. Maloney Inc., N. Y.

KNX, Hollywood

Kellogg Co., Battle Creek, Mich. (Cornflakes). 10 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Lever Bros., Cambridge, Mass. (Swan), 14 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Chamberlin Labs., Des Moines (hand lotion), weekly *sp*, thru Cary-Ainsworth, Des Moines.

WJEJ, Hagerstown, Md.

Lever Bros. Cambridge, Mass. (Swan soap), 130 *ta*, thru Young & Rubicam, N. Y.
Continental Oil Co., Ponca City, Okla. (Conoco), 87 *ta*, thru Tracy-Locke-Dawson, N. Y.
Wm. H. Wise Co., New York (books), 12 *ta*, thru Northwest Radio Adv. Co., Seattle.

KOMA, Oklahoma City

General Foods, New York (Grape Nuts), 5 *sp* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Longines-Wittenauer Watch Co., New York, weekly *sp*, direct.
Lever Bros., Cambridge (Lipton's Tea & Swan Soap), 5 *sp* weekly, thru Young & Rubicam, N. Y.

CHEX, Peterborough, Ont.

Dodds Medicine Co., Toronto 312 *ta*, thru A. J. Denne & Co., Toronto.
Dehydrated Yeast Sales Co., Toronto 37 *sa*, thru Stanfield Blaikie Ltd., Toronto.
Campbell Auto Finance Co., Toronto, *ta*, thru Ronalds Adv. Agency, Toronto.
United Drug Co., Toronto, 104 *ta*, thru Ronalds Adv. Agency, Toronto.

KGO, San Francisco

Washington State Apple Commission, Seattle, 10 *sa*, thru J Walter Thompson Co., San Francisco.
Murine Co., Chicago, 78 *sa*, thru BBDO, Chicago
Walker Remedy Co., Waterloo, 26 *sa*, thru Weston-Barnett, Waterloo.

KPO, San Francisco

Paraffine Companies, San Francisco (Pabco), weekly *t*, thru Brisacher, Davis & Staff, San Francisco.
Chamberlain Sales Corp., Des Moines (hand lotion), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.
Kellogg Co., Battle Creek (corn flakes), 5 *ta* weekly, thru J. Walter Thompson Co., Chicago.
Kellogg Co., Battle Creek (Pep), 5 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Lyon Van & Storage Co., Los Angeles, 3 *sa* weekly and 104 *ta*, thru BBDO, Hollywood.
Acme Breweries, San Francisco, 91 *t*, thru Brisacher, Davis & Staff, San Francisco.
Kilpatrick's Bakery, San Francisco (bread), 318 *sa* and *ta* thru Emil Reinhardt, Oakland.
Church & Dwight, New York (Arm & Hammer Baking Soda), 6 *sa* weekly, thru Brooke, Smith, French & Dorrance, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *sa* weekly, thru Franklin Bruck Adv., N. Y.
Eaton Paper Corp., Pittsfield, Mass. (writing paper), 3 *ta* weekly, thru Grey Adv. Agency, N. Y.

KFEL, Denver

Continental Oil Co., Ponca City, 3 *ta* weekly, 22 weeks, thru Tracy-Locke-Dawson, N. Y.
Coster Brokerage Co., Chicago (Nu-Bowl and Nu-Drain), 5 weekly *t*. thru C. L. Miller, Chicago.

WENR, Chicago

Illinois Bell Telephone Co., Chicago. 5 *sa* weekly, thru N. W. Ayer & Sons, N. Y.
Shell Oil Co., New York, 5 *sa* weekly. 11 weeks, thru J. Walter Thompson Co., N. Y.

WFMJ, Youngstown

American Cigar & Cigarette Co., New York (Pall Mall), 36 *sa*, thru Ruthrauff & Ryan, N. Y.
Roman Cleanser Co., Detroit, 3 *sa* weekly, thru Gleason Adv. Agency, Detroit.

WABC, New York

General Baking Co., New York (Bond Bread), 2 *sa* weekly, thru Newell-Emmett Co., N. Y.

Gallenkamp Adds News

GALLENKAMP STORES Co., San Francisco, has started its *Dick Joy & the News* on the CBS Pacific Coast Network, taking the spot immediately before the New York Philharmonic Orchestra, Sundays. Contract is for 13 weeks and is carried on KNX, Hollywood; KQW, San Francisco; KARM, Fresno; KROY, Sacramento; KOIN, Portland; KIRO, Seattle. Business was placed by Long Adv. Agency, San Francisco, through Ed Larkin, CBS account executive.

You get extra coverage on the Z Net in Montana.

Adv.

BLUE COMMENTARY GETS 9 SPONSORS

IN THE TWO WEEKS following the announcement in mid-March that the five-weekly quarter-hour BLUE program *News Here & Abroad*, with William Hillman and Ernest K. Lindley, was available for local sponsorship, nine advertisers have signed for the series on 10 BLUE stations. This is the second Washington commentary series to be offered by BLUE to local outlets for local sponsorship.

Current sponsors and stations carrying the series are: KECA, Los Angeles, for Lyman's Restaurants; WJBO, Baton Rouge, La., Capital Building & Loan Assn.; WSLI, Jackson, Miss., Merchants Co., wholesale grocers; KUTA, Salt Lake City, Fisher Brewing Co.; KEX, Portland, Ore., and KJR, Seattle, Fisher Flouring Mills; KTSM, El Paso, Tex., Zork Hardware Co., radios; WCFL, Chicago, Imperial Credit Co., WTCN, Minneapolis-St. Paul, Mid Continent Oil Co., and KOWH, Omaha, Linal package soap.

Lindley, Hillman Heard On Michigan Net Series

MARKING an innovation in radio news coverage WXYZ, Detroit, and seven stations of the Michigan network have signed Ernest K. Lindley and William Hillman, BLUE commentators, for a special series of broadcasts from Washington five nights weekly at 9:30 p.m. The program is sponsored by Peiffer Brewing Co. of Detroit. The new series is in addition to the commentators' regular feature *News Here & Abroad* heard on the same days over the BLUE at 7:30 p. m.

This is believed to be the first time that a regional network has signed two nationally known commentators for a regular sponsored series direct from Washington. The program is piped to Detroit by special lines from the NBC studios in Washington and then distributed to the State network. The commentators now prepare two scripts an evening, adding late news developments and interpretation to their second broadcast.

New WEAF Accounts

SEVEN new accounts were signed by WEAF, New York, during March, according to W. O. Tilenius, assistant manager of NBC's spot sales division. These include Planters Peanuts, thrice-weekly quarter-hour news with George Putnam, through J. Walter Thompson Co.; Reed Ice Cream, a similar schedule of news programs, through Pedlar & Ryan; two 13-week schedules through Blaine-Thompson Co., for twice-weekly quarter-hours by Drezma Cosmetics, and five spot announcements weekly for Select Theatres to promote "Sons O' Fun" and "Priorities of 1942"; National Shoe Stores, through Emil Mogul Co., S & W Fine Foods, through Brisacher, Davis & Staff, and Pure Food Products Corp., through J. M. Mathes, all using participations on Mary Margaret McBride's five times weekly women's program.

BEWLEY MILLS, Fort Worth, is cited in a complaint from the Federal Trade Commission for certain representations in poultry feed advertising.

Radio Advertisers

ESSLINGER'S Inc., Philadelphia (brewers), has scheduled a weekly quarter-hour musical program, started March 25, at 7:45 p.m., on KYW, Philadelphia, and WBAB, Atlantic City. The program, *The Flavor Lingers*, featuring Frank Coleman and Clarence Fuhrman's orchestra, originates at KYW, which feeds it to the Atlantic City station. Jay Fraghan is announcer. The show also includes *Headlines of Sports* by Esslinger's Little Man (George Edwards). Placed through James G. Lamb Co., Philadelphia. H. Ross Potter is account executive.

BEECH-NUT PACKING Co., Canajoharie, N. Y., has renewed for four weeks the five-minute program *Odd Side of the News*, Tuesday, Thursday and Saturday on WABC, New York. Account is placed through Newell-Emmett Co., New York.

LANGLEY'S Ltd., Toronto (cleaners and dyers) has started spot announcement six times weekly on CKOC, Hamiliton, Ont., and may expand to other stations. Account is placed by A. McKim Ltd., Toronto.

FOX WEST COAST THEATRES, San Francisco (motion picture chain) on March 25 started for 52 weeks a five-weekly quarter-hour newscast by Dean Maddox on KFRC, San Francisco, placed direct.

O'CONNOR, MOFFATT & Co., San Francisco (department store) on April 2 renewed for 13 weeks its six-weekly newscasts by Phil Stearns on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

GOLDEN STATE Co., San Francisco (Golden-V Vitamin Milk), on March 9 started for 13 weeks a thrice-weekly newscast by Phil Stearns on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist citrus fruits), has started daily participations in *Woman's Page of the Air*, Adelaide Hawley's quarter-hour program on WABC, New York, six times a week. Account was placed through Lord & Thomas, New York.

PEPSI-COLA Co., New York, has dropped thrice-weekly sponsorship of *The Missus Goes A-Shopping*, six-times weekly quarter-hour program on WABC, New York, and has started participation in *Arthur Godfrey*, early morning program on WABC, with three daily announcements six-times weekly. Newell-Emmett Co., New York, has the account.

AFL Sponsors

LABOR'S first sponsored program in the Northwest is reported by KTBI, Tacoma, Wash. Officials of the American Federation of Labor have contracted for *The Voice of Labor*, a news-educational broadcast for the thousands of unionists in the Puget Sound defense area.

DR. REED SHOE Co., Los Angeles, in conjunction with an expansion plan which includes opening of an additional new store in early May, is sponsoring a five-weekly quarter-hour newscast on KFWB, Hollywood. Contract is for 52 weeks, having started in early March. Firm also sponsors a similar program on KMPC, Beverly Hills, Cal. Chas. N. Stahl Adv. Agency, Hollywood, has the account.

VALLEY NATIONAL BANK of Arizona, Phoenix, has started sponsoring a weekly half-hour morale building program, titled *Main Street, USA*, on 2 Arizona Network stations (KOY KTUC), Sunday, 8:30-9 p.m. Contract is for 26 weeks. Firm also uses spot announcements on KOY. Advertising Counselors Inc., Phoenix, is the agency.

O'CEDAR OF CANADA, Toronto (floor polish) has started dramatized spot announcements on a number of Canadian stations. Account was placed by Norris-Patterson, Toronto.

FIRST SPONSOR for the all-night program on WABC, New York, is I. J. Fox Co., New York (furs) with four announcements nightly five times weekly, starting April 7. Account was placed direct.

GENERAL MILLS Corp., San Francisco (Wheaties), on April 7 starts sponsoring broadcasts of Pacific Coast League baseball games staged in Hollywood and Los Angeles, on KFAC, in the latter city. Frank Bull will handle play-by-play descriptions, with Van DesAutels doing commercials. Firm is also sponsoring the San Diego Padres on KFMB, San Diego, Westco Adv. Agency, San Francisco, has the account.

CHAMBERLIN LABS., Des Moines (hand lotion), on April 7 starts for 52 weeks sponsoring *Dave Lane, Songs*, on KNX, Hollywood. Agency is Cary-Ainsworth, Des Moines.

CARNATION MILK Co., Los Angeles, to promote its fresh milk products, on April 2 started for 39 weeks, sponsoring a weekly quarter-hour children's adventure serial program, *Secret Legion*, on KHJ, Hollywood. James Fonda and Robert Redd are co-writers. Fonda is also agency producer. Lord & Thomas, Los Angeles, has the account.

DR. BEAUCHAMP, Los Angeles (credit dentist), is sponsoring a five-weekly 25-minute newscast on KPAS, Pasadena, Cal., with Charles N. Stahl as commentator. Contract is for 52 weeks. Firm also sponsors the transcribed quarter hour *Strolling Tom* six times per week on KFAC, Los Angeles, and KMPC, Beverly Hills, Cal., in addition to approximately 35 spot announcements weekly on KGB, San Diego, and a daily quarter-hour newscast on KFMB, that city. Agency is Chas. N. Stahl Adv. Agency, Hollywood.

IT WAS incorrectly stated in the March 30 issue of BROADCASTING that A. A. Sterling is the agency for Botany Worsted Mills, as new sponsor of *Lisa Sergio's Column of the Air* on WQXR, New York. Alfred J. Silberstein, New York, handles the thrice-weekly sponsorship of Miss Sergio's Monday-thru-Friday program, which is sponsored twice-weekly by Creative Age Press, New York for *Tomorrow* Magazine.

WSGN AM
Alabama
Synonymous . . . because WSGN's superb frequency gives it unquestioned superiority in coverage area. *Proof?* NBC All-County Survey measurement method!
610 Kc.
BIRMINGHAM
Headley-Reed Company, Reps.
BLUE NETWORK and Mutual

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!
More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention to the TOUGH SPOTS
JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

CHEAP (Ky.) AIN'T NO BARGAIN FER ADVERTISERS!
Simply because there's so darn little buying power in Cheap (Ky.), the cost of advertising to such small towns comes pretty high! Contrariwise, the Louisville Trading Area—with 57.1% of Kentucky's effective buying income—offers advertisers a real opportunity for *profitable* sales! . . . Especially when you broadcast your wares via WAVE—the *only* station with *complete* coverage of the Louisville Market, at anywhere near our low rates! Try us, and *see!*
LOUISVILLE'S WAVE
5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSED

THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSED TO SUBSTANTIALLY INCREASE YOUR BUSINESS

energetic

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

IT'S THE Power! ABOVE THE LINE THAT COUNTS

AVAILABLE APRIL 15

Producer Director Executive

TRAINING: College; dramatic, professional and amateur; musical (formal); and stage (musical); staff talent (several stations).

EXPERIENCE: 50 kw station, NBC staff; leading agency.

SPECIALTIES: Ideas, strips, variety, folksy and hillbilly shows, package contracts, artists bureau.

WILL GO ANYWHERE

A BROADCASTING Executive said, *"when anyone who has contributed so much to the present excellence and morale of our department . . . leaves for greener fields, I am sorry to see you go . . . we can count on you to make a hole in the opposing line . . . for various reasons, mental and physical, we can expect that hole to be a good sized one".*

BOX 334, BROADCASTING

Agencies

GILBERT RALSTON, West Coast manager of Compton Adv., for three months, has resumed his New York duties as agency network program manager. Robert Wamboldt, transferred from New York, has taken over management of the Hollywood production offices. Agency produces the weekly CBS *Ransom Sherman* show, sponsored by Procter & Gamble Co.

HERSCHELL WILLIAMS, radio director of daytime programs at Ruthrauff & Ryan, New York, has joined the Army Air Corps as a first lieutenant, to serve first in Washington and later on active ground duty. Active as a member of the New York State Guard for the past few months, Mr. Williams has already arranged for his duties to be absorbed by other executives of the agency's radio department.

T. L. ANDERSON, vice-president and manager of the Toronto office of Cockfield, Brown & Co. since 1928, has been appointed managing director of the company, it was announced March 27 by G. Warren Brown, Montreal, president. The directorate, changed due to the recent death of Harry Cockfield [BROADCASTING, Jan. 12], now consists of G. W. Brown, T. L. Anderson, C. L. Smart, W. C. Gilchrist, H. H. Webb, H J. Caverhill and G. C. Hammond.

W. K. ZIEGFELD, of the copy staff of Young & Rubicam, and formerly copy chief of Ralph H. Jones Co., Cincinnati, has been appointed copy director of the Chicago office of Y&R.

ARTHUR ROSENBERG, president of Arthur Rosenberg Co., New York, has been appointed chairman of the committee on public relations and research of the American Business Congress, New York.

TOM CARSON, timebuyer of Pedlar & Ryan, New York, married Florence Starr, assistant to Frank Kemp, timebuyer of Compton Adv., New York, last Saturday at the Little Church Around the Corner.

MARY DUNLAVEY, who resigned a month ago as time-buyer of Erwin, Wasey & Co., New York, on March 30 joined the radio research division of the Coordinator of Information.

DONALD L. BASSETT, radio director of A. McKim Ltd., Toronto, on March 7 married Margaret Burris, formerly assistant to the advertising manager of John Labatt Ltd., London, Ont.

MERRITT W. BARNUM, Young & Rubicam supervisor of nighttime shows, has returned to New York after several weeks in Hollywood.

CESANA & ASSOC., has discontinued its San Francisco and Los Angeles offices.

HAL DAVIS, former New York publicity agent for Columbia Recording Corp., Bridgeport, and currently a partner in the publicity firm of Davis-Lieber, has been drafted, leaving April 22. Les Lieber of the same company also is leaving at that time to go into defense work. Davis-Lieber will continue in business under the direction of Leo Miller, former amusement editor of the *Bridgeport Post*.

Rintoul Named to Head Katz Station Relations

WITH THE appointment of Eugene Katz, radio head of The Katz Agency Inc., radio and newspaper representatives, to the executive staff of the Office of Facts & Figures, Stephen R. Rintoul, of the sales staff, has been placed in charge of station relations and radio policy.

Mr. Rintoul

Mr. Katz last month joined OFF in Washington as chief of the Special Services Division, Bureau of Intelligence. In accord with Government policy, Mr. Katz resigned his post with The Katz Agency.

Mr. Rintoul, for five years with The Katz Agency, also is licensee of WSRR, Stamford, Conn. Before joining Katz he was station relations director of World Broadcasting System.

WINS to Free & Peters

WINS, New York, one of the Hearst Radio group of stations, which holds a construction permit for 50,000 watts on 1000 kc., last week announced the appointment of Free & Peters as its national representative, effective immediately. Formerly it was represented by the now discontinued International Radio Sales. The Hearst-station representation lineup, in addition to WINS, now includes: WBAL, Baltimore, Edward Petry & Co.; WCAE, Pittsburgh, and WISN, Milwaukee, The Katz Agency; KYA, San Francisco, Spot Sales.

Closes Baltimore Office

DUE TO enlistment in military and defense departments of the Government by several members of the staff, Baltimore activities of the Henry J. Kaufman Agency will be directed from the Washington office. The move was made, the agency said, since the Washington staff has collaborated in the planning and production of all major Baltimore campaigns and it was felt this move would be preferable to taking on new men unfamiliar with clients' problems and the agency's methods.

Breiel to McGraw-Hill

JOHN H. (Jake) BREIEL, who resigned from N. W. Ayer, Philadelphia, after heading the agency's publicity department for six years, has been appointed assistant manager of the Eastern district of the McGraw-Hill Publishing Co. Prior to joining Ayer in 1936, he was with Scripps-Howard newspapers.

KROW The Showmanship Station

SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

TIME SHIFT HELPS FRED ALLEN RATING

FRED ALLEN'S program lifted its rating from 20.8 in February to 22.7 in March, in moving from the Wednesday spot to the Sunday period vacated by CBS *Ford Sunday Evening Hour*, according to the March report of the Cooperative Analysis of Broadcasting. The survey also discloses that Shirley Temple's first radio rating of 11.6, for her show *Junior Miss*, is practically twice as good as the average popularity rating newcomers to radio have scored in this and the previous winter season of 1940-41.

The programs that formerly opposed Fred Allen's *Texaco Star Theatre* on Wednesday, showed gains over last month, while his new opposing programs, ranging in type from news and serials to musicals, were reported with somewhat lower ratings. When the *Ford Sunday Hour* left the air in February, it had reached a rating of 12.8, a figure somewhat higher than its average.

Introductory ratings of new half-hour evening programs in the winter seasons of 1940-41 and 1941-42 averaged between 5 and 6, in comparison to Miss Temple's rating of 11.6 for the first month of broadcasting *Junior Miss*.

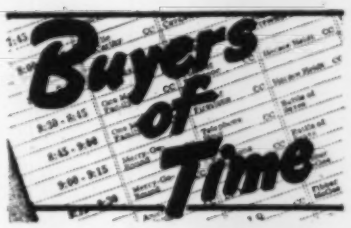
Lewis, Tokar Split

LEWIS & TOKAR, Newark advertising agency, was dissolved last week by its partners, Milton L. Lewis and Alfred F. Tokar, with both executives announcing they would continue in the agency business under their own names. Mr. Lewis' firm is titled Lewis Adv. Agency, and will handle the two radio accounts the original agency had managed, Abelson's Jewelry and I. Lewis Cigar Co. Alfred F. Tokar Adv. is the name of Mr. Tokar's company, and both are located at 17 Academy St., Newark.

Seattle Agencies Merge

THREE Seattle agencies recently consolidated to form Lunke-Ryan with offices in the Joseph Vance Bldg. Involved in the merger were James R. Lunke & Assoc., Howard J. Ryan & Assoc., and Tom Jones Parry Inc. Already the new organization has obtained three new accounts: West Coast Satined Shingle Co.; Pacific Fruit & Produce Co. now conducting test campaigns on Sno-Boy frozen foods; Page-Barker Distrib. of America shortly releasing campaign for Dr. Page-Barker's Hair Lotion.

KROD, El Paso, recently installed a 1-K 1000-watt RCA transmitter.



CAROLYN E. BONNESEN

ONE OF THE MOST widely experienced timebuyers in the country, Carolyn E. Bonnesen, of Sherman & Marquette, Chicago, has a background in advertising that embraces every phase of merchandising, media and markets. During her four years with Sherman & Marquette, she has placed millions of dollars of spot and network advertising for Colgate-Palmolive-Peet products—Super Suds, Halo shampoo, Colgate tooth powder and shave creams, Cashmere Bouquet and Chrystal White soaps; for Quaker Oats Co.—Farina and Full-O-Pep feeds; and for Dr. W. B. Caldwell proprietaries.

As a pioneer timebuyer, Miss Bonnesen placed Tums on the air for the first time with spot announcements on a handful of stations nearly seven years ago. That was during her four years as timebuyer for Ruthrauff & Ryan, Chicago.

Plunging into advertising fresh from business school, before radio entered the picture, and in the midst of a depression, Miss Bonnesen was initiated on the secretarial staff of an agency during a time when plenty of ingenuity was demanded for survival. For recreation, she likes to hike, is addicted to concerts and the theatre.

Opportunity

BECAUSE most of the talent is being paroled, the weekly half-hour variety program, *San Quentin on the Air*, presented by inmates of that California State prison over Pacific Coast Don Lee network stations, will be discontinued following broadcast of April 19. Resumption of the show, which attained a Hooper rating of 5.5 since its start on Jan. 25, depends upon ability to get new talent, according to Mel Venter, studio production manager of KFRC, the Don Lee San Francisco station which releases the program.

Radio Club's Meeting

WAR STORIES and ad-lib anecdotes served as the entertainment April 1 at the weekly meeting of the Radio Executives Club of New York, with Ben Grauer, BLUE announcer, and Major Ray Perkins of the U. S. Signal Corps as guest entertainers. Out-of-towners on hand were Bob Dunville, WLW; John Rivers, WCSC; John Esau, KTUL; Jim Hanrahan, WMPS; James Hopkins and Art Crogan, WJBK; Harry Maizlish, KFWB, who two days earlier became the father of an 8½ lb. boy.

LAWRENCE WYNN, radio director of H. A. Salzman, New York public relations firm, is the author of *America's Band Leaders*, 32-page booklet containing the life stories of America's best-known orchestra leaders.

As J. Ananias McFib is about to demonstrate, there's more than one way to "catch" a fish! On the other hand, there's only one way to "hook into" the record-breaking Roanoke-Southwest Virginia market. That's with WDBJ—the only station able to reach all of the territory's 113,000 radio homes, all of the time! Need we say more?

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC. Exclusive National Representatives

KSTP

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry Co.

KFQD

Anchorage

Alaska

Located Geographic Center of Alaska

•

Headquarters Alaska Defense Command

•

Alaska's Oldest Station

Direct Representation

You can't beat POPULARITY!

In the Intermountain Market

KDYL has it!

KDYL

The POPULAR Station

JOHN BLAIR & COMPANY

NBC RED NETWORK

Wines and Radio

(Continued from page 11)

Maid of America, featuring Bob Trendler's orchestra and Heather Tweed in the role of Virginia Dare, who interviews guest stars. After the second week on the air, the program was fed to WIBC, Indianapolis. The company is reported currently considering expansion of the program to a Mutual network of 48 stations.

G & D Program

Since 1938, Gambarelli & Davitto, New York, has been using radio to promote its Italian Swiss Colony wines. At present, through A. A. deBiasi, New York, the company has a weekly quarter-hour on WOR, New York, a half-hour on WBNX, New York, and the 25-minute *Music To Remember* program six times weekly on WQXR, New York.

American Wine Co., St. Louis, on March 16 appointed M. H. Hackett, New York, to handle advertising for Cook's Imperial American Champagne and wines, but no plans have so far been made for spring radio advertising.

San Gabriel Wine Co., Long Island City, for Colombo wines, uses foreign-language spot announcements on WOV, New York, through its agency, Emil Mogul Co., New York.

Monarch Wine Co., Brooklyn, which has been sponsoring Johannes Steel's news commentaries five times weekly on WMCA, New York, this week is dropping four of the quarter-hour programs, continuing only on Saturday evenings. According to J. R. Kupsick Adv. Agency, New York, the agency in charge, the change is due to the seasonal decline in wine sales, always prevalent in early spring, but the program may be resumed later this month.

Monarch also uses foreign-language spots for its wines on WEVD, New York, and WBYN, Brooklyn.

CHERUB AT THE MIKE is William George Hinds whose dad, Bill, is an announcer of KDKA, Pittsburgh. Rapidly learning to talk, the 16-month-old tyke is getting the feel of the velocity mike.

A large number of New York wineries use local foreign-language announcements only, including Hungarian Grape Products, WBYN, WEVD, WHOM, Buchman-Silberman and Palestine House, WBYN, WHOM; Ganales Wine and New York State Wine, both on WBYN and WEVD; Sunset Wine Co., Shapiro Wine, Manischewitz Wine and Wagner Wines, WBYN; Montebello Vermouth, WINS; Delmonico wines and Prosperity California wines, WHOM; Canizzaro Wine Co. and Rumanian-American Winery, WEVD.

Golan Wines, Los Angeles, is expanding its radio advertising, according to Sam Golan, vice-president in charge of the Chicago sales office, using stations in the East and on the West Coast as well as in the Midwest. In the Midwest, the company currently is sponsoring a quarter-hour of recorded music on KCMO, Kansas City; five-minute newscasts four times a week on WGRC, Louisville, and WLOL, Minneapolis; participation on *Moonlight Saving Time*, all-night program of WOR. It is also using Maurice Hart's and Stan Shaw's programs on WNEW, New York; Paul Brenner on WAAT, Jersey City; Dick Gilbert on WHN, New York. After April 6, the campaign will be extended to 42 cities largely in the East.

In Chicago, Golan two weeks ago placed 6 half-minute announcements weekly on WIND and reported it will use two other stations. Brown & Spector, New York, places a portion of the advertising, but in some cases it is placed through local distributors.

Other Coast Accounts

Italian Swiss Colony, San Francisco, through Leon Livingston Adv., that city, sponsors a transcribed quarter-hour version of Fulton Lewis jr. on 3 Don Lee California stations (KHJ, KFRC, KGB), Tuesdays and Thursdays, 9:30-9:45 p.m. (PWT), having started Feb. 10 on a 52-week contract. It is also using some spots.

Gallo Wine Co., Modesto, Cal., placing through Raymond R. Morgan Co., Hollywood, currently sponsors a nightly one-hour continuous live and transcribed newscast titled *Continuous Newsreel* on KHJ, Hollywood. First quarter-hour of the six weekly program is broadcast as live talent. Following three 15-minute newscasts are transcribed repetitions of that program with commercials separating

we had a swell time mr allen

Quiz Kids

(© Q.K. 1942)

each. Transcribed repeats are also interrupted for live flash news.

Sante Fe Vintage Co., Los Angeles (Three Crown Wine), using an average of 30 spot announcements per week, recently completed a three months campaign on seven Southern California stations (KHJ, KMTR, KIEV, KGFJ, KMPC, KRKD, KFWB). Agency is West-Marquis, Los Angeles.

Padre Vineyard Co., Cucamonga, Cal. (Vai Bros. Old Reserve wines), recently shifted its account to John H. Riordan Co., Los Angeles. No radio is contemplated at this time, it being explained that advertising plans are in the formative stage.

Fruit Industries Ltd., Los Angeles (Guasti, F. I. Wines), in mapping its national spring advertising campaign, has made no appropriations for radio this season, according to executives of Brisacher, Davis & Staff, that city.

Petri Wine Co., San Francisco, is using newscasts five times weekly on WCFL, Chicago, and Sidney Roger, news commentator, three times weekly on KQW, San Jose. Agency is Erwin, Wasey & Co., San Francisco.

Muther Wine Co., San Francisco, is using spot announcements on KFRC, San Francisco. Agency is Yoemans & Foote, San Francisco.

L. N. Renault & Sons, New York, wines and champagne firm, have renewed Ed Fitzgerald and his *Almanac de Gotham* program on WOR, New York, for another 52 weeks, effective March 31 on a three-a-week schedule. Gray & Rodgers is the agency.

National Distillers Products Corp., New York, is marketing a new wine, S J, and is testing radio in New England with five-minute periods on WEAN and WGAR, Providence; and on WSPR, Springfield, Mass. Mitchell-Faust, Chicago, is the agency.

UPTON CLOSE, NBC news commentator, and authority on the Far East, will have his book *Challenge Behind the Face of Japan* reissued by D. Appleton-Century Co., publishers. The book was first published in 1934.

GunnisonCaptured By Japs at Manila

Cuhel in Australia, Asserts MBS; Miss Wayne Back

ROYAL ARCH GUNNISON, MBS correspondent in Manila, and Mrs. Gunnison are among the 1,500 prisoners held in that city by the Japanese, Mutual learned last week. The couple were presumed interned there when the Japanese captured the city, as Gunnison was known to have stayed there with his wife rather than escape with General MacArthur's forces.

Since the safe arrival in Australia of Frank Cuhel, Mutual correspondent formerly in Java, and the arrangement of regular broadcasts by him from Melbourne, MBS has included his reports on its Sunday 12:30-1 p.m. *Far Eastern News Roundup* program instead of those by John B. Hughes, MBS West Coast commentator. Mr. Hughes continues on Mutual five times weekly at 1 p.m., as well as twice weekly at 10 p.m. for Anacin Co. Also heard on the Sunday show are Owen Cunningham from Hawaii and Leslie Nichols from Cairo.

Miss Wayne Back

Eliazbeth Wayne, original MBS correspondent in Java, arrived in New York March 28 after three months and two days at sea, one of the first correspondents to return from the Far Eastern front since Pearl Harbor. Discussing broadcasting from Java, she said that in Batavia the radio facilities were modern and complete and that there was an excellent variety of programs in both Dutch and English.

Until the fall of Holland in May, 1940, a shortwave schedule was maintained for the benefit of the folks at home. Censorship, she stated, worked much the same as in Europe: A military advisor checks all scripts and sits in on the broadcast with the engineer, who clips a comment when he thinks it necessary.

Home for the first time in more than two years, Miss Wayne wants to "see a lot of bright lights, eat a lot of oysters, visit my home in Swarthmore, Pa., and rest. But not for long—if I can get to Australia, I will." Explanation for the last desire is that in private life Miss Wayne is Mrs. John Raleigh, wife of the CBS correspondent who is now "somewhere in Australia".

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

AGENCY Appointments

NATIONAL PEANUT COUNCIL, Atlanta, to J. Walter Thompson Co., New York.

GREENSPAN BROS. Co., Perth Amboy, N. J. (Flagstaff foods), to Weiss & Geller, New York. Will probably use radio in the New York and New Jersey areas.

JUSTRITE MFG. Co., Chicago to Almon Wilder Brooks Inc., Chicago.

MORTON SALT Co., Chicago to J. Walter Thompson Co., Chicago. Chester A. Foust, account executive.

PARKER PEN Co., Janesville, Wis. to J. Walter Thimpson Co., Chicago (effective Aug. 15).

CANADIAN HUMUS PRODUCTS REGD, Toronto (Hu-Mar soil conditioner), to Ellis Adv. Co., Toronto.

MILK FOUNDATION Inc., Chicago, to McCann-Erickson. H. C. Sattley is account executive.

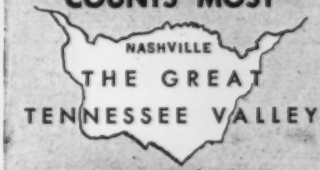
JOHN IRVING SHOE Corp., Boston, to Bresnick & Solomont, Boston.

PEARSON PHARMACAL Co., New York (Eye-Gene Eye Drops), to McCann-Erickson, N. Y.

SOIL-OFF MFG. Co., Glendale, Cal., to Buchanan & Co., Los Angeles.

DIANA STORES Corp., New York (women's store chain) to Betens Adv. Agency, N. Y. Said to use radio

POWER!
—WHERE POWER COUNTS MOST



WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production—served by WHBF!

Just now swinging into production — that $100,000,000 army tank contract affecting nearly all Tri-Cities manufacturers! More and more Tri-Cities men—*and women*—bring home generous pay checks each week.

They're mighty good customers for you—and they're faithful listeners to WHBF, of course. BECAUSE WHBF is the *one* most powerful (5000-watts) *local* voice. No time now to depend on the uncertain secondary coverage of "outside voices". Put your message on WHBF—its "Inside Pull" gets *action*. Let us show you the EVIDENCE!

Howard H. Wilson Co., Nat. Representatives
Chicago - New York - San Francisco
Hollywood - Kansas City

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 1270 K. C.
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Press News Ltd. Plans First Annual Meeting At Toronto on April 11

FIRST annual meeting of Press News Ltd., Toronto, subsidiary of Canadian Press, will be held at Toronto April 11, followed by the annual meeting of the Canadian Press. Presiding at PN annual meeting will be W. Rupert Davies, of CKWS, Kingston, Ont., and CHEX, Peterborough, Ont., who is president of both PN and CP.

Since its formation a year ago PN has established a coast-to-coast wire network. It started operations in Ontario and Quebec in July, 1941, extending its circuit to Winnipeg and Vancouver last December and to the Atlantic coast stations early this year. In releasing its first list of stations taking PN service, PN shows a total of 27 stations from Atlantic to Pacific on its circuit.

Stations taking PN service are:

CJCB, Sydney, N. S.; CHNS, Halifax; CHSJ, Saint John, N. B.; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CFLC, Prescott, Ont.; CHEX, Peterborough, Ont.; CFRB, Toronto; CHML, Hamilton; CFOS, Owen Sound, Ont., and CKCR, Kitchener, Ont.

CJIC, Sault Ste. Marie, Ont.; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CKPR, Fort William, Ont.; CJRC, Winnipeg; CJRM, Regina; CFAC, Calgary; CFCN, Calgary; CJCA, Edmonton; CFRN, Edmonton; CKOV, Kelowna, B. C.; CKWX, Vancouver, and CJVI, Victoria.

RICHMOND'S REVEILLE GIRL

Glenn Graham of WRNL Wakes Them Up With Morning Music and Chit-Chat

THOUSANDS of Uncle Sam's finest, stationed at various Virginia military camps and bases, listen each morning not so much for the bugler blaring tones but rather for the voice of Glenn Graham, the "reveille girl" of WRNL, Richmond. It's Glenn's music and pleasant chatter at 6:30 a.m., directed solely to the servicemen, that sends the boys out of their bunks and sailing into the day with spirits high.

Though the show is sponsored by Miller & Rhoads, one of the South's largest department stores, not one word of commercial advertising is used. Rather the sponsor feels that it is in the interest of the men's morale, that the broadcasts be dedicated entirely to them.

Glenn was chosen for the job a short time ago when Mallory Scott, educational director of WRNL, was seeking a suitable personality voice that could wake up the boys at Camp Lee. The audition left no alternative and Glenn, who hails from Hollywood where she made several film efforts, became the big sister, girl friend and pal to the boys at Camp Lee.

GLENN GRAHAM

Glenn was not satisfied that the men should just know her, but took steps to meet her new-found friends. Down to Camp Lee, Langley Field, the Norfolk Naval Base and other service centers she went. From brigadier general to yardbird, she met them all.

In the canteen, leading the grand parade of the St. Patrick's Day dance, alongside the bugler and in the mess hall, Glenn learned how much an understanding friend meant to these boys in uniform. Now with her new program barely a month old, Glenn knows the likes and dislikes of the men. And the servicemen don't mind in the least being dragged from the arms of Morpheus at 6:30 a.m. by the personable voice of Glenn Graham, WRNL's reveille girl—she's their pal.

NUMBER 5 OF A SERIES

WICHITA, KANSAS IS BOOMING - WICHITA, KANSAS IS BOOMING - WICHITA, KANSAS IS BOOMING

BOOM!

A TYPICAL QUARTER HOUR IN BOOM TOWN

9:15—9:30 A.M. FEBRUARY 16-21, 1942 WICHITA, KANSAS

Distribution of Listening Homes Among Stations

	Mon	Tue	Wed	Thu	Fri	Sat
KFH	57%	44%	53%	57%	42%	55%
KANS	21	28	39	26	31	23
KFBI	14	12	4	9	15	14
WIBW	4	8	..	4	4	4
WDAF	..	4	..	..	..	4
WKY	4	..	4	4	4	..
KVOO	..	4	..	..	..	..
KOAM	..	..	..	..	4	..

Prepared by Robert S. Conlan & Associates

both WICHITA and KFH!

THE STREETS AREN'T YET PAVED WITH GOLD in Wichita, Kansas, but maybe that's the next thing they are going to do in the fabulous boom town of the prairies where DEFENSE BILLIONS—YES, BILLIONS—are outgushing the famous oil wells of Kansas! Just name any kind of statistics you want, and we can give you figures from Wichita that will make any time buyer's heart do half-gainers! Of course we've whispered modestly about Wichita's boom before, but in this ad we want to say—BOOM—BOOM!

Not only is WICHITA soaring to new heights of economic fame, RADIO STATION KFH, only full time CBS outlet in Kansas, is demonstrating ever-greater listener preference.

The survey above is really a TYPICAL quarter-hour, as recently measured by the widely known firm of Robert S. Conlan & Associates. In proof, let's mention that of all the twenty quarter-hours checked between 8:00 A.M. and 1:00 P.M. during this 6 day week in February, KFH registered—and usually by an overpowering margin!—FIFTEEN FIRSTS. The second station squeezed through to win but five.

The best radio buy is the station that produces the greatest number of listeners at the lowest cost per thousand. That's why KFH produces—and in the market where people are beginning to ho-hum about money in the bank. Yes, there ARE a few choice periods left on the KFH commercial schedule, but we are making no bets, or even guesses, as to how long they will last.

A phone call, collect, to us or the Petry boys is the best way for you to get a money-making spot. We'll listen for your ring!

Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

THAT SELLING STATION IN KANSAS' BIGGEST, RICHEST MARKET!

KFH WICHITA

CBS • 5000 WATTS DAY AND NIGHT • WIRE OR PHONE ANY EDWARD PETRY OFFICE

FETE FOR 'TAVERN'

Musical Show on KSD Now In Its Fifth Year

THE *Friendly Tavern* program, now entitled *Julie O'Neil & Co.*, has begun its fifth year on KSD, St. Louis, sponsored by the Columbia Brewing Co. (Alpen Brau beer). The 15-minute show originated in December, 1937, over KSD, presenting his tunes and unusual band and vocal arrangements and has continued without interruption nightly, Monday through Saturday.

A musical variety show featuring Russ David and his KSD orchestra with the voices of Julie O'Neil and Joe Karnes, it has offered such regular vocalists as Helen O'Connell, now featured with Jimmy Dorsey's orchestra, and Cheri McKay, formerly of the Merry Macs. Clair Callihan has been announcer for the show since its beginning. Guest stars appear frequently. Olian Adv. Co. handles the Alpen Brau account.

Studio Notes

KOIN, Portland, on April 1 renewed *Northwest Neighbors* with Joseph Sampietro, musical director, leading the 18-piece KOIN orchestra. Program, featuring unusual stories told by Northwest residents, is also carried on KWRC, Pendleton; KODL, The Dalles; KBNB, Bend; KAST, Astoria, in Oregon. Also KUJ, Walla Walla, and KIT, Yakima, Washington. Art Kirkham, KOIN announcer, is m.c. H. M. Swartwood, head of KOIN program department, does programming; Ted Cooke, production chief, is producer and Duane Hennessy is script writer.

KLX, Oakland, Cal., is the first station west of Denver to subscribe to the Press Association news service. PA, a division of Associated Press, recently opened a San Francisco office.

WMFF, Plattsburg, N. Y. has accepted the name of *Miss Winnie's Jolly Juveniles* in a recent contest to find a name for the new Saturday morning children's show conducted by Winnie O'Meara. Talent consists of selected juvenile singers and musicians.

WIBX, Utica, after starting a program of favorite hymns and homely philosphy with George Davis singing and narrating, sent announcement cards to 165 clergymen in the Mohawk Valley asking for suggestions. The station reports that general pleasure was expressed by the clergymen for a spiritual program in wartime.

WHN, New York, has issued a new coverage map, showing its new "guaranteed coverage area" since its increase in power to 50 kw. last Dec. 1, and a new rate card, No. 10, effective that date. Station has not increased its rates with its power and the only change in the card is the elimination of participating announcements, although station breaks are still available.

TRAFFIC SAFETY is urged dramatically in *The Story of the White Safety Car* series by KMBC, Kansas City, has been renewed for a third 13-week series. Presented in cooperation with the local police department and safety council the programs are written by Larry Clark and produced by Eddie Edwards both of the KMBC staff. Kansas City Junior College students appear in dramatic roles.

KDYL, Salt Lake City, participated in the observance of Greek Independence Day, March 25, with the presentation of a special program of Greek music together with brief talks by leading members of the Greek community in Salt Lake City. Emerson Smith, KDYL program director, handled details of the program.

I Want more sales in Central New York?

WFBL

SYRACUSE, NEW YORK

REPRESENTATIVES: NATIONAL REPRESENTATIVES

CHARLEY STOOKEY, CBS *Country Journal* editor, and Art Holbrook, WIBW special events director, teamed up March 28, for their second nationwide broadcast together. Last June 14, the two originated the *Country Journal* from the annual Wheat Festival 18 miles west of Topeka. Last Saturday, they took the CBS microphone into the vocational agriculture fram mechanics shop of the Highland Park High School, outside Topeka. There, with the aid of students, instructors, farmers and state farming experts, they broadcast over WIBW and CBS facilities how farmers can keep their machinery in shape easily and economically by taking advantage of the facilities offered by vocational school agricultural departments.

WJR, Detroit, broadcast the formal induction of Tom Harmon, station sports director, as an aviation cadet. The ceremonies were part of Harmon's farewell program.

KWTO-KGBX, Springfield, Mo., recently staged an entertainment for patients and staff members of the local O'Reilly Army Hospital. Jack Baker, *Breakfast Club* vocalist, appeared at the request of Terry Moss, program director, and Manager Ralph Foster, besides making a personal contribution to a fund for a new public address system at the hospital.

WOWO-WGL, Fort Wayne, has started a new musical program, *The Smile of Fortune*. During the broadcast Marge Warren, vocalist, blindfolded selects a phone number from the directory and if the party is at home and tuned to the station, a merchandise prize is awarded.

IMPRESSIONS of America in contrast to their war-torn countries are told by United Nations representatives on *Foreign Refugees* started on WLAC, Nashville.

KOY, Phoenix, has organized a group of entertainment units composed of station's staff members which tour Army posts and camps in that area two to four times weekly.

WAAT, Jersey City, has been named by the Newark defense council to broadcast official instructions to air raid wardens in the council's area. Every Thursday and Sunday WAAT presents the council's secretary for the broadcasts.

'Gone' Radio Spots

TO PROMOTE a popular price run of "Gone With the Wind", opening last week in a New York movie theatre, Loews, New York (theaters), sponsored a two-day spot announcement test campaign on four local stations. A national spot campaign may be undertaken when the picture is released at popular prices if the local radio campaign brings a fair return, according to the agency, Donahue & Coe, New York.

Block on Barn Dance

BLOCK DRUG Co., Jersey City (Gold Medal Haarlem Oil capsules), has replaced The Pinex Co. Ft. Wayne, Ind. (cough remedy), on the 7-7:30 p.m. portion of the *National Barn Dance* weekly on WLS, Chicago. Agency is Brown & Spector, New York.

WOWO EDIBLE OSCARS in the form of juicy steaks were enjoyed by this happy group at the Third Annual WOWO Achievements Awards banquet, a yearly project of the Fort Wayne station and Purdue U extension division. Oscar eaters are (l to r) Lee B. Wailes, manager of broadcasting, Westinghouse Radio Stations Inc.; Tom Wheeler, WOWO farm director; Tom Johnston, publicity director of Purdue; Dr. E. C. Elliot, president of the university, who was guest speaker. Certificates of award were presented by WOWO to 15 leaders in agricultural fields.

SIGNAL OIL DROPS AFTER TIME SHIFTS

SIGNAL OIL Co., Los Angeles, will discontinue its weekly half-hour *NBC Signal Carnival*, following the May 3 program, after 5½ years of continuous sponsorship on western stations of that network. In cancelling, Barton A. Stebbins Adv. Agency, Los Angeles, servicing the account, declared the program had been "shuffled around so much on the regional network that its following was severely affected."

"During the past 12 months *Signal Carnival* has been broadcast at six different times and at four different times since October, 1941", Mr. Stebbins, head of the agency said. "Three times since September this Pacific Coast program has had its time preempted for the rebroadcast of transcontinental shows. As result of all these changes, our client suffered a material loss in its radio audience in recent months. The *Signal Carnival* has had a program rating, under the Hooper system, as high as 17.5. During 1940 and 1941 it has had ratings far in excess of many T. C. shows spending a great deal more money for talent."

This is said to be the first cancellation on basis established by the American Assn. of Advertising Agencies last fall when, at its Del Monte, Cal. convention, recommendation was made to networks that "a rebroadcast of a national program to have the same status as a Pacific Coast regional program in the selection of network time." No protection along this line was granted by NBC or CBS, Mr. Stebbins declared. No comment came from NBC Hollywood executives on the cancellation.

WPEN Drops Races

HORSE RACING results broadcast by WPEN, Philadelphia, will be dropped, according to Arthur Simon, general manager. The daily programs are sponsored by the Armstrong Racing Form which, it is reported, was to have spent almost $18,000 for a year for the broadcasts. Advertisements carried by the station in the local newspapers calling attention to the horse racing service have been cancelled. WPEN did not comment on complaints registered against the broadcasts by the Pennsylvania Public Utilities Commissioner Beamish [BROADCASTING, March 23].

Adler Expanding

ADLER SHOES FOR MEN, New York, has renewed for 52 weeks thrice-weekly participations in *Here's Morgan*, five-times weekly program on WOR, New York. Adler Shoes also uses 14 announcements per week on WQXR, New York, and is planning the addition of other stations to advertise Adler Elevators, Longfellows, Wide-Guys, Thin Man, Air-Adler and other Adler shoes. Agency is Consolidated Adv., New York.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

250 WATTS • 1400 KILOCYCLES

NEWS Every Hour on the Hour — **WHBQ** MEMPHIS, TENN.

NEWS—MUSIC—SPORTS

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today

MAXIMUM PRICES FOR RADIOS FIXED

ACTING "to combat price inflation affecting lines of goods made scarce by war," John E. Hamm, acting administrator of the Office of Price Administration, has set maximum retail prices for radios and other household appliances.

Effective last Monday the radio ceiling price order was set temporarily for 60 days and takes the price level of March 19 as its "maximum" in regulation of sales. It was further ordered that all distributors and retailers keep a record until May 28, the closing date of the temporary order, of all sales made including the price charged and the make and type of receiver. Retailers must also post in a "conspicuous" place a list of all receivers in their stock indicating model types and price of each.

In releasing his order, Mr. Hamm said, "Inasmuch as there has been no increase in manufacturers' prices, it is obvious that wholesale and retail prices are being pushed up simply on the theory that the public should be glad to get a new refrigerator or washer or vacuum cleaner or radio at any price in these times."

He added that "this is the reasoning that makes for profiteering and stimulates inflation."

WLIB Allows 2% Cash Discount

WLIB, successor to WCNW, Brooklyn, will allow a 2% cash discount to recognized agencies on all bills paid in the week following broadcast, according to Elias I. Godofsky, general manager. This outlet will broadcast April 14 for the first time.

So Solly

WHEN the new WOSH, Oshkosh, Wis., moved into its present quarters, it occupied on the first floor what had previously been a large chop suey emporium. The call letters were hoisted on the building, and the second morning the station had two early customers—both lugging large bundles of laundry—who had seen the sign and concluded that the chinese restauranteur was now operating a chinese laundry.

Egbert White on Staff Of New Army Newspaper

EGBERT WHITE, vice-president of BBDO, who during the last war was on the staff of the AEF's newspaper *Stars & Stripes*, last week was designated as a member of the staff of a new Army newspaper, written by and for American soldiers, which the War Dept. announced would soon begin publication. It will be known as *Yank*, will carry no advertising and will be edited and managed by Army personnel, chiefly enlisted men.

Mr. White will be one of the founders of *Yank*, serving as chairman of a subcommittee of the Joint Army and Navy Advisory Committee along with Adolph Shelby Ochs, general manager of the *Chattanooga Times*, also a *Stars & Stripes* alumnus; Martin Fouss, managing editor of the *Saturday Evening Post;* Alfred C. Strasser, art editor of *Liberty*.

AS OMITTED FROM

TIME

THE WEEKLY NEWSMAGAZINE

March 30th, 1942

Page 14

". . . Typical stunt: L. S. Ayres, big Indianapolis department store, four weeks ago changed its Tuesday broadcast from Shopping Service of the Air to Ayres' Sewing School of the Air. One radio announcement brought 1,811 applicants in three days, 3,000 by the end of the week. The class had to close with an additional 3,000 clamoring to participate."

Most important fact omitted from TIME'S write-up was name of THE Indianapolis radio station . . . WIRE.★

★WIRE *carries more local programs than all three other stations combined.*

LAST WORD spoken by Announcer "Selectee" Aubrey Guy (hold-mike) as he described his own going-away party for WMC, Memphis, listeners. It was part of a special broadcast of the parade held in conjunction with the departure of several hundred Memphis selectees. Guy is assisted by announcer George Faulder.

Radio and Farmer

(*Continued from page 12*)

the shortage of labor in a number of areas will be by lengthening the work day of the farmer, his wife and his boys and girls.

Even this won't do the trick unless the Yankee inventiveness of farmers is brought to play to find short cuts so that they can all put effectiveness of an hour of human labor. Government isn't going to do this invention. Industry isn't going to do it. It's going to be done by individual farmers who think up labor-saving short cuts. But in this time of crisis, all the farmers ought to know about these short cuts so that they can all put them to work.

So there's your idea for a promotion campaign. Why not organize a contest with a weekly award to the farmer who invents the best labor-saving short cut; then let him appear with your farm service man and tell how he did it. Next you offer a simple mailing piece which will give directions for applying his brain wave on other farms.

Another type of station promotion might center around recognition of the part that farm women play in getting the wartime job of agriculture done. Awards for essays or reports and other devices spring immediately to mind here. The field is endlessly fertile and the imagination of individual station managers and promotion men can develop in half an hour more ideas than I can set down in three pages of BROADCASTING MAGAZINE.

Instructions to Stations

Now the thing to watch out for, of course, is to be sure that you are going along the line that will best serve the agricultural part of the war program. So the station managements who want to get into war service on this front will want a place to go to in order to be sure that they are getting the rights facts issued, and going down the right line in promotional material, commentary etc. I make this suggestion:

If your station service area lies within one State, get in touch with the Department of Agriculture War Board of the State and they'll instruct you how to get the requisite informational materials from the various agencies of the Department and the State that are serving farmers, give you ideas on promotional campaigns.

If your coverage area serves two or more States, write the Radio Service, Department of Agriculture, and Wallace Kadderly, who succeeded me in charge of that service four years ago, will put you in touch with one of our field offices which will make arrangements with the USDA War Boards of the States concerned.

Farm program directors who have asked that we keep them in touch with developments in USDA policy and action are now receiving a weekly letter from Kadderly, and he'll add other farm program directors to the list for this letter upon request.

Along with this service from here, we'd like to build up an exchange service of promotion ideas among stations that have farm service men. Maybe you've got some ideas that ought to be put to work in this field.

As many stations have already told us and shown by their actions, farm service during the war must be a positive thing — not simply passive acceptance or rejection of requests for free time. There is a new, war time conception of broadcasting "in the public interest."

It's going to take brain work and leg work by all of us to win this war.

Phoney German Station Claims Midwest Locale

DIRECTED to Midwest listeners, a German shortwave station is reported to be using various devices to convey the impression that it is located in the United States, according to official sources. Heard recently, the station D-E-B-U-N-K refers to European locations as "over there" and its commentators use slangy, colloquial terms to give the station's programs a rural tone.

Simple direction finding efforts, it is said, have definitely established the location of the station to be in Europe and its broadcasts are said to be on the same frequency as Berlin shortwave. Authoritative sources also said that reports of the station follow official Berlin shortwave so closely that experienced listeners in this country believe that no serious efforts are being made by the Nazis to conceal the fact that the broadcasts are coming from Germany.

Siegmund Strauss

SIEGMUND STRAUSS, 67, Austrian inventor credited with invention of the feedback and with contributing to the invention of the amplifier tube when he had his own laboratory in Vienna, died March 29 at his New York home. He had fled Austria in 1938. He is survived by his widow and a son, Peter H. Strauss.

Rockefeller Committee Buys Newspaper Space To List Latin Programs

TO STIMULATE Latin American listening to programs shortwaved from the United States, the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) is starting a series of weekly insertions in 54 newspapers in 30 major cities throughout Central and South America. Advertisements will list outstanding shortwave programs of the coming week, especially news programs, giving time of broadcast and originating station of each program.

Campaign is understood to be necessary because few Latin American newspapers print radio listings and practically none carry listings of shortwave programs. Before Dec. 7 the Axis nations used paid space for similar listings of their programs, but it is believed this advertising has completely stopped since America's entry into the war and the breaking off of diplomatic relations with Germany, Italy and Japan by nearly all the Latin American republics.

In addition to the newspapers, the programs will also be listed in the airmail edition of *Time* and the Spanish edition of *Readers' Digest*. Irwin Vladimir & Co., New York, is handling the account.

B & W to Change

BROWN & WILLIAMSON Tobacco Corp., Louisville, has decided to discontinue *Capt. Flagg & Sgt. Quirt*, broadcast in the interest of Wings cigarettes on 64 NBC stations, Fridays at 10-10:30 p.m., and will substitute effective April 13 another program, as yet unannounced. The present program, originally adapted for radio from the play *What Price Glory*, experienced recurrent script difficulties and certain objections from the Marine Corps, and three weeks ago the script was revised. However, after conferring with the Marine Corps officers, it was decided to drop the program for the duration. Russel M. Seeds Co., Chicago, is agency.

ZENITH RADIO Corp., Chicago is making a survey of all FM stations and licensees to get a clear, complete picture of FM operations at present and to advise on how to obtain maximum results from present facilities. Results will be released in a few weeks, according to N. H. Terwilliger, sales promotion manager of Zenith.

Righto, Mr. Downey!

FLO ZIEGFIELD'S famous stage-door line "Through This Portal Pass the Most Beautiful Girls in the World" is paraphrased by the sales department of WCPO, Cincinnati, in its newly-decorated offices. You can't miss this legend for the entrance faces on the reception room. In front of door are Evelyn Eppinger, traffic manager, and Mortimer C. Watters, general manager and originator of the the idea.—From March 30 BROADCASTING.

•

On this caption you have a low score.
In the first place, you're wrong on your lore;
You're over a barrel
Because 'twas *Earl Carroll*
Who first put that sign o'er his door.

To the foot of the class you should go—
And maybe you already know
That your fate should be sealed
For that name of "*Ziegfield*"—
'Twas *Ziegfeld* whose first name was Flo!

J. J. DOWNEY,
Sales Promotion Manager,
Studebaker Corp.,
South Bend, Ind.

Women at Radio Locators

PREDICTION that at least 25,000 women will be employed by the armed services to operate radio locators of enemy planes and do other vital work was made by Watson Davis, chief of the science service, on his *Adventures in Science* program. The Navy, Mr. Davis said, wants women with college degrees, preferably in physics, who also hold amateur radio licenses who will be started in a civilian capacity in either radio locator work, in research laboratories or in the development and installation of radio communication facilities.

300 in WBBM School

WBBM, Chicago, has completed enrollment of 300 new students in the station's Radio Telegraphy school offering classes 36 hours weekly in code practice and electrical theory. Instruction is in charge of the engineering staff of WBBM, including Frank Falknor, D. J. Dunlop, George Sherman, Ray Noll, John Krizek, Art Maus, Holly Pearce, and Henry Jackson of the sales staff. 250 students in the first classes have completed half of the 13-week course.

Named to AMP Board

ELECTION of Ernest R. Voigt, vice-president in charge of the music department of Associated Music Publishers; Ben Selvin, vice-president in charge of program recording of AMP, and K. R. Smith, vice-president and general manager of Muzak Transcriptions, to the AMP board of directors was announced last week by C. M. Finney, AMP president. Other AMP directors include Mr. Finney, Waddell Catchings, chairman of the board; A. M. Davis, attorney; H. C. Freeman, vice-president of North American Co.; W. J. Herdman, general manager of Wired Radio; William Benton, majority stockholder of AMP and its associated companies.

Free Will Leave FBMS To Enter Army Service

LLOYD FREE, director of the FCC's Foreign Broadcast Monitoring Service, will resign shortly to join the Army, with the possibility of a commission. Mr. Free joined the agency in June, 1941. Although nothing official has been said there is possibility the agency will be cut loose from the parent FCC and attached to the proposed coordinated information setup [see page 10]. Actually the only connection between the FCC and its defense unit, FBMS, is technical.

Prior to joining FBMS Mr. Free was Director of the Princeton Radio Research Project. Earlier he had been associated with the Rockefeller Foundation.

GUIDE TO STATIONS PROPOSED BY OFF

ACCEDING to the request of its station advisory committee, the Office of Facts & Figures, through its radio division, has submitted to J. Harold Ryan, Assistant Director of Censorship, a proposed guide to station and network production men amplifying in an affirmative way what they may do without running afoul of Section 7 of the Wartime Code of Censorship.

The eight-page memorandum, which Mr. Ryan will submit to the various Government information agencies for suggestions, is still in the confidential stage but eventually OFF hopes to issue it to all stations and networks, assuming it is approved by the Office of Censorship.

Whereas the censor advises radio what it *cannot* do, the proposed guide lists some 50 suggestions about what they *can* do to build shows without the necessity of checking with the Censor's office. It was said at OFF that the guide was prepared particularly with the problem of the local program producer in mind.

Now Major Roosevelt

CAPT. ELLIOTT ROOSEVELT, second son of the President and former president of Texas State Network, last Thursday was promoted to rank of major in the Army Air Corps. He now is stationed at Fresno, Cal. His wife, Ruth Googins Roosevelt, is head of Texas State and of KFJZ, Fort Worth, key station.

IT'S PLANTING TIME ON WHAMland's 140,518 FARMS

It's planting time in WHAMland . . . when the seeds of an abundant, prosperity-creating harvest are entrusted to the fertile soil of WHAMland's 140,518 farms.

It's a big rural market that WHAM gives you . . . big in size . . . 43 counties of Western New York and Pennsylvania . . . big in the buying power prosperous farming creates.

WHAM gives you *rural* coverage of, not just Monroe County, but of 43 counties. WHAM gives you *urban* coverage of, not just Rochester with its year 'round industries, but of 18 busy trading centers. And, in city or country, WHAM program leadership insures plus listenership.

WHAM is a better buy.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the Red Network of the N.B.C. and the Blue Network Co.

"The Stromberg-Carlson Station"

ACA Charges Against WBAL Are Dismissed

DISMISSING a complaint by the American Communications Assn., Broadcasting Department (CIO) that Hearst Radio Inc., New York, owners of WBAL, Baltimore, had dismissed two employes, John J. Mutch and Morris O'Connor Jr., and had refused to reinstate them because of activities in the union, the National Labor Relations Board last Wednesday issued a stipulation based on an order that the men be reinstated and paid $150 each to recompense them for any loss suffered by the discharge.

The union complained Jan. 22 that Hearst Radio had engaged in unfair practices within the meaning of the National Labor Relations Act. Hearst on Feb. 6, denied the charges. An agreement was reached March 10 without a hearing.

OFFICIAL congratulations on the daytime power increase of WKBN, Youngstown, to 5,000 watts were extended March 29 by Ohio's Gov. John W. Bricker (left) to Warren P. Williamson Jr., president of the station. In addition Mayor William B. Spagnola participated in the dedication along with other Buckeye dignitaries. WKBN anticipates a further stepup to 5,000 watts night in the near future.

Anti-Trust Policy

(*Continued from page 16*)

sumed after the war. The President insisted that the agreement does not mean that anyone will go without eventual trial for alleged violation of the statutes.

Court Argument

It was clear that the White House agreement is designed primarily to help those engaged in heavy war industries. Whether the scope of the agreement later will be broadened to accompany essential services, not actually engaged in physical production, is problematical. No relief for broadcasting or other service industries is in sight, it was pointed out in responsible quarters, unless such a broadening of the agreement is procured.

Meanwhile, on another front in the multi-pronged campaign designed to root out purported monopoly in broadcasting, final plans are being made for arguments before the Supreme Court on the validity of the FCC's chain-monopoly regulations. Arguments now are set on appeals of NBC and CBS for the week of April 27. It was stated at the court, however, that the cases might not be reached until early May—just prior to the court's cessation of hearings until fall. It is expected that the court will decide the jurisdictional question prior to its formal summer recess in June. Preliminary briefs shortly will be filed not only by the appellants—NBC and CBS—but by the FCC and by MBS, the latter as intervenor, supporting the FCC's rules.

The provocative rules now are suspended under a stay order granted by the statutory three-judge court in New York in February. This stay expires May 1, however, and it is expected that a further stay will be procured from the Supreme Court prior to that day, pending its decision.

Army Day on WWJ

FEATURED by an address by Lieut. Gen. Ben Lear, WWJ, Detroit, dedicated all its locally produced programs of April 6 to Army Day, including many specially arranged for the occasion. Also to be carried on WWJ was to be a mass swearing-in of 50 aviation cadets of the Army at Detroit's city hall, described by S. L. A. Marshall, military commentator of the *Detroit News*, which owns the station.

Morton, Parker to J-W-T

MORTON SALT Co., Chicago, and Parker Pen Co., Janesville, Wis., have appointed J. Walter Thompson Co., Chicago, as agency. The latter account used its first radio promotion last year when it sponsored a Sunday quarter-hour of recorded music on MBS for Quink. Future plans have not been announced. Morton Salt has used participating announcements, primarily on the West Coast, and radio will enter into its future campaign, as yet unformulated, according to C. L. Ostrom, advertising manager.

CHICAGO SUN, Chicago, has started on WLS, Chicago, sponsorship of Joe Kelly, m.c. of *Quiz Kids* and *National Barn Dance*, in an early morning quarter-hour reading of the *Sun* comics six days a week and a half-hour on Sundays. Agency is Wade Adv. Agency, Chicago.

Boycott Advocated In New Haven Feud

Prof. Rodell Makes Attack On Newspaper Publisher

LOCALIZED revival of the press-radio feud has developed in New Haven, Conn., over purported boycotting of radio defense news by the *New Haven Register*, published by John Day Jackson, with WELI carrying the issue to the people via regularly scheduled "Editorials of the Air".

Carey Cronan, WELI news editor, for nearly two months has been using his tri-weekly program to battle the boycott. After a number of public figures had declined to appear, Prof. Fred Rodell, of Yale Law School, and publicity director of the consumers committee of the State Defense Council, spoke March 27 as a guest on the program.

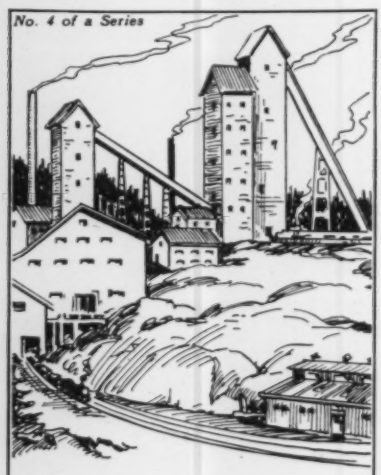
Attacks Publisher

Speaking as a citizen of New Haven, rather than in his university or official capacity, Prof. Rodell attacked Publisher Jackson for forbidding his newspapers to publish any news relating to broadcasting of Federal or State programs over WELI. He charged that this ban results from purely competitive factors and ascribed to the publisher the fear that even small publicity of WELI "might lead New Haven merchants to spend a small part of their advertising budgets for radio advertising".

Prof. Rodell advocated a counter-boycott by New Haven citizens as a protest against censorship of announcements of defense news and broadcasts. WELI, he said, was not asking Publisher Jackson to announce in his newspapers the daily programs of the station—a service which he said "any decent newspaper would perform automatically"—but asked only that the newspapers publish the announcements devoted to broadcasts of "vital defense information coming from Federal or State government sources".

Lava Spots Planned

PROCTER & GAMBLE Co., Cincinnati, for Lava soap, is understood to be planning a campaign of 12 one-minute transcribed announcements weekly in defense production centers, designed especially for workers in machine shops. No details as to stations or starting time were available. Agency is Biow Co., New York.



Nova Scotia — Canada's Foremost Coal Producer

ALMOST half of Canada's production of bituminous coal is raised in Nova Scotia—1940 production topping 7,000,000 tons. Much of this comes from mines that go miles under the sea. Reserves are estimated at over twenty billion tons.

Besides keeping the factories and railroads of Eastern Canada humming, a million tons of Nova Scotia coal are used to make coke and a flood of by-products. These include TNT, coal tar, benzol, zylol, ammonia and a hundred others.

INVESTIGATE
NOVA SCOTIA

Radio Broadcasting Station
CHNS
HALIFAX, NOVA SCOTIA, CANADA
USA Rep. • Jos. Weed & Co. • New York City

FISHING IS BETTER WHERE THERE ARE MORE FISH!
Business is Better WHERE THERE ARE MORE $s
DROP YOUR SALES LINE INTO
THE HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION OF SOUTH CAROLINA
DOMINATED BY
WFBC
5000 WATTS
GREENVILLE
NBC RED NETWORK
FIRST IN — POPULATION, RETAIL & WHOLESALE SALES, INDUSTRIAL & BUSINESS PAY ROLLS & AUTOMOBILE REGISTRATIONS
NATIONAL REPRESENTATIVE
WEED & COMPANY

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

PLANS TO ORGANIZE the NBC Inter-American University of the Air were discussed at a recent meeting held at the Pan American Union, Washington, with noted hemisphere educators present. Here are (l to r) Dr. Willard E. Givens, executive secretary of the National Education Assn.; Rev. George Johnson, education director of the National Catholic Welfare Conference, and Neville Miller, NAB president.

RADIO'S WAR ROLE IS PRAISED BY FLY

LAUDING the radio industry for the paramount role it has been playing in World War II, James Lawrence Fly, chairman of the FCC, spoke March 27 by transcription at the inauguration of W67B, Westinghouse Radio Stations Inc. new FM station in Boston [BROADCASTING, March 30].

Mr. Fly traced the engineering development of FM as an important advance in the science of broadcasting, an innovation that through its remarkable fidelity will add immeasureably to listening pleasure. "Today, FM has an unusually timely mission in that each new station presenting a new program service to the people of this country, enlarges the reservoir on which our nation at war may draw for information and entertainment," the chairman said.

Speaking on radio's wartime role, he continued:

"Radio broadcasting is threading its way through its first war. No signposts, no precedents, nor helpful experiences from other wars are standing as guides to the future—hence—radio's area of service in this World War is unexplored. Its course is fraught with many difficulties, trials and dangers and, therefore, the steadiest hand and the coolest eye must be at the helm as the course is charted and pursued.

"The importance of broadcasting in this war is tremendous. Broadcasters are custodians of what is potentially the most powerful weapon in the world. From every side comes definite proof that radio is accepting the challenge presented by the present situation in a most satisfactory manner. As we traverse this period of our greatest national peril, it is paramount that radio broadcasters act with speed and courage to win its objective, which is to operate in the public interest, convenience and necessity. Only by clearly defining its responsibilities and then bending every effort to live up to them, can radio help the nation achieve the final certain victory."

MARKING the 15th anniversary of its regular broadcasting in Spanish to Latin America by General Electric's WGEO and WGEA, Schenectady, the shortwave stations broadcast March 29 a salute to Latin America, featuring the national anthems of 20 republics.

KRMC'S STORM ROLE

Station Maintains Contact With Outside World

JAMESTOWN, N. D., cut off from the outside world except for a single telegraph line to Billings, Mont., during a recent blizzard, relied largely on KRMC to make outside contacts.

In addition to broadcasting scores of emergency bulletins during the three-day storm, KRMC was utilized by the Northern Pacific Railroad for branch line dispatching. Later when contact was established with WDAY, Fargo, railroad dispatchers in both cities held conferences for main line operations between the two cities with receiving sets in each studio monitoring one another.

Cut off from MBS and threatened with loss of the Louis-Simon fight, KRMC finally managed to get permission from WGN, Chicago, to rebroadcast their airing of the bout.

Texas Radio Educators Plan Meeting April 23

SECOND Annual Texas Conference on radio and visual education, sponsored by the State Department of Education, will meet April 23-25 at Baylor U, Waco. Designed to promote wider use of radio and visual aids in education it is held annually in a different section of the state. This year's meeting will stress the role of radio and visual aids in the national war effort.

During the conference, special broadcasts will be presented by the Texas School of the Air, Radio House, Texas U, Waco Public Schools and WFAA, Dallas. Featured speakers will be Thomas D. Rishworth, NBC public service director; Dr. I. Keith Tyler, director, Evaluation of School Broadcasts, Ohio State U; Winifred C. Cullis, British Library of Information, New York; Wesley Greene, National Film Board, Ottawa; Kenneth Macgowan, Office of the Coordinator of Inter-American Affairs; Dean B. F. Pittenger, Texas U School of Education; Pat Neff, president, Baylor U.

JOHN LIVINGSTON, formerly Pacific Coast manager of International Radio Sales, has been appointed coast manager for Spot Sales Inc., with the headquarters in San Francisco.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

Kaltenborn Honored

DEAN of the national radio commentators, H. V. Kaltenborn on April 4 celebrated the 20th anniversary of his first appearance before a microphone. He was honored that evening at a dinner tendered by NBC in New York's Harvard Club, attended by many notables of radio, journalism and public life. He was associate editor of the *Brooklyn Eagle* when he made his first radio talk, a pickup of an address before the Newark Chamber of Commerce. He has been on the radio regularly since 1923, joining the CBS news staff in 1928 and transferring last year to NBC. He is currently sponsored on NBC by Pure Oil Co. and Lumbermen's Mutual Casualty Insurance Co., and last week signed a two-year renewal contract with the network.

Mr. Kaltenborn

Victor Record Shortwaves

RCA VICTOR Co., New York, sponsors recordings of Latin American artists in a series of weekly shortwave programs on WLWO, Cincinnati. Titled *Ritmo Tropical*, the broadcasts are produced by WLWO Announcer Manuel Avila, who directs another RCA Victor program on WLWO, *La Musica Que Vd. Desea*, also shortwaved to Latin America. In addition, RCA has 31 weekly programs on NBC shortwave stations WRCA and WNBI.

(Number One of a Series)

Communiques*

to and from the retailing front are part of the merchandising help you get from this station. Merchandising help calculated to make your advertising doubly effective. Does it help? Other advertisers seem to think so. We'd like to spellbind *you* with the list of network sponsors using WCHS—an optional CBS buy. Ask us about it,—and about those 'communiques' . . .

WCHS 5000 on 580 CBS-WVN

Charleston, WEST VA.

represented by

THE BRANHAM CO.

* COMMUNIQUE, *n.—An official announcement.*

5000 WATTS DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

WRNL

910 KC IN THE CENTER OF THE DIAL

RICHMOND VIRGINIA

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

Application to Transfer WOV Filed With FCC

APPLICATION for transfer of the license of WOV, New York, from Arde Bulova to Mester Bros., Brooklyn food and chemical manufacturers, for $300,000, was filed with the FCC last week. Murray and Meyer Mester acquire 50% of the Class A stock of the Wodaam Corp., operating WOV, as well as 80% of the common stock. Richard F. O'Dea, of Newark, retains his interest in Wodaam, holding 50% of the preferred stock and 20% of the common.

Applications for transfer were filed by Horace L. Lohnes, counsel for Mr. Bulova as well as for Mester Bros. The station operates with 5,000 watts six-sevenths time, sharing with WHBI, Newark. Negotiations for the sale have been under way for the past month [BROADCASTING, March 23].

Diathermy Registration

TO PREVENT use of medical diathermy radio appartus for subversive radio communications the Defense Communications Board April 2 advised the FCC to require registration of diathermy and other electrical devices capable of radio transmission. Knowledge of the location of diathermy sets will be helpful to the Army and Navy authorities and the FCC Monitoring Service, and will aid eliminating diathermy interference.

CINCINNATI'S CROSLEY CENTER

Work Starts About May 1 on New Building To House Employes of WLW, WSAI & WLWO

WORK will be started May 1 by Crosley Corp., operating WLW, WSAI and WLWO, Cincinnati, on conversion of the palatial Elks building in that city into new studios and offices. [BROADCASTING, March 27]. The building will serve as a permanent home for the stations and has been named Crosley Center.

James D. Shouse, Crosley vice-president in charge of the stations, has undertaken to oversee the complicated problem of moving all broadcasting operations from the old location to the new, some four or five miles distant, with no disturbance to the stations' 21 hours daily broadcasting.

Covers Six Floors

The new quarters will consist of six floors and according to present plans will house approximately 400 employes grouped under 20 different departments. The first floor will hold six of the smaller studios, the master control room, recording laboratories, newsrooms, engineers' department, recreation room and a glass enclosed foyer. On the second floor will be found the reception room, billiard rooms, 16 administrative and executive offices. Two additional studios and 14 offices for writers and a music library will be on the third floor.

The fourth floor will be taken up by the organ loft for the studio below; a client's room so arranged that parties may watch the broadcast being made on the third floor from a glass-enclosed balcony; production rooms; sound department offices and a suite of six offices for the musical production department.

Studio "A," largest in the building, will be on the fifth floor which will also hold a small dining room and a musicians' lounge. A balcony, engineering rooms and the organ loft will be on the sixth floor.

Together with the master control room, Crosley Corp. says there will be a new master control console built in the building, designed and constructed by Crosley staff technicians.

Working with Walter Callahan, assistant to Mr. Shouse, on the moving project, will be Archie Grinalds, general manager of WSAI; E. Bauer, business manager; John Rudolph, director of drug trade relations; Don Winget, chief sound effects engineer; Howard Chamberlain, assistant program director.

Carmichael to NBC

CECIL K. CARMICHAEL, former assistant to James D. Shouse, vice-president of the Crosley Corp. in charge of WLW and WSAI, Cincinnati, who resigned two weeks ago [BROADCASTING, March 23], will join NBC April 15 to handle program exploitation, as announced by Frank E. Mullen, NBC vice - president and general manager. Formerly with UP and WBT, Charlotte, and WKRC, Cincinnati, Mr. Carmichael became Mr. Shouse's assistant in February, 1939, in which position he handled special programming and exploitation for WSAI, WLW and its shortwave adjunct WLWO.

Mr. Carmichael

Chick Allison Is Named WLW Publicity Chief

ADDED RESPONSIBILITY has come to Milton F. (Chick) Allison, promotion chief at WLW, Cincinnati. James D. Shouse, president and general manager of the station, announced March 26 that Allison had assumed the publicity function formerly handled by Cecil K. Carmichael, who resigned last month. Mr. Shouse explained that publicity is essentially a promotional function and that the transfer will result in closer coordination of the two departments.

Mr. Allison

As a result of the shift, James Cassidy, special events director, will report to George C. Biggar, program director. Miss Katherine Fox, who serves as coordinator of public affairs and defense broadcasts, will report directly to Walter Callahan, executive assistant to Mr. Shouse, since her responsibilities include both program and public relations phases.

AFM's Strike

(*Continued from page 9*)

member and affiliated stations could not be deprived of service."

No comment was forthcoming from MBS on the possibility that WSIX might file suit for damages against the network on the grounds that in stopping musical service to the station the network breached its contract.

Commercials which WSIX will lose by the network's action include: *Spotlight Bands*, sponsored by Coca-Cola Co., Monday through Friday, 9:30-9:45 p.m., and Saturday, 9:30-10 p.m.; *Old Fashioned Revival*, sponsored by Gospel Broadcasting Assn., Sunday, 9-10 p.m.; *Double or Nothing*, sponsored by Pharmaco, Sunday, 6-6:30 p.m.; *Lutheran Hour*, sponsored by Lutheran Laymen's League, Sunday, 1:30-2 p.m.; *Voice of Prophecy*, sponsored by Seventh Day Adventists Radio Commission, Sunday, 7-7:30 p.m.

Dispute in Nashville, where the strike of the AFM local against WSIX continues, is reported by MBS to involve a 100% pay increase and by the national AFM office to concern the employment of more men than the single staff musician the station now employs.

Elmer Diddler's Doings:

MIGHTY CLEVER STUNT

Yes, Elmer, it takes real genius and patience to make towers out of playing cards. But erecting shaky structures is nothing new to you—for instance, when you deal with umpteen stations to cover the Great Northeast, you've got a plenty shaky structure.

You don't mind, we hope, if the rest of us put our trust in something more reliable. We let WGY do *the whole job* in Central and Eastern New York and Western New England, for WGY is:

GENERAL ELECTRIC

WGY

50,000 WATTS
SCHENECTADY, N. Y.

★ the nation's first 50,000-watt station
★ the area's only 50,000-watt station
★ the area's only NBC Red station
★ the area's only 20-year veteran.

THE ONLY MUST STATION IN THE GREAT NORTHEAST

WGY-62

WHO

(ALONE!)
for
IOWA PLUS!

DES MOINES-50,000 WATTS
CLEAR CHANNEL

"That march today must have covered WFDF Flint Michigan's half millivolt contour!"

Nets NAB Status Before Convention

Active Status Is Provided in Board's Proposed Change

ADVANCE notice of the impending battle at the 20th annual convention of the NAB in Cleveland, May 11-14, on active membership of networks in the trade association was served last Friday with the official release of proposed by-law amendments.

Pursuant to NAB requirements that proposed by-law amendments be distributed at least 30 days in advance of the convention, the April 3 *NAB Reports* published a series of 13 such proposals. Highlighting these were the proposals of the NAB Board of Directors, adopted last month in New York, that national networks be given active membership in the NAB, with one director each, and the counter-proposal of John Shepard 3d, president of Yankee Network and chairman of Broadcasters Victory Council, that the networks be excluded from membership entirely and from representation on the board.

Active Status

The Board, defying allegations of purported "network domination", voted at its meeting March 19 in New York to give the national networks active membership status, in lieu of the existing arrangement whereby network M & O stations are entitled to membership but not the networks themselves. Provision for network directors also is made, consistent with the present arrangement.

Under Mr. Shepard's proposals the board would be reduced from 26 to 23 members, eliminating provision for three network directors, one representing each national network. It goes beyond that, however, in specifying that "no officer or employe of a national network company shall be eligible to become a director-at-large on the Board of Directors of the Association". Under this provision, executives of M & O stations would be eligible for election as district directors, but not as directors-at-large, two of whom are designated to represent large stations, two medium stations, and two small stations.

The board advanced a revised scale of dues to cover national networks. Those with a range of income from $2,000,000 - $4,000,000 would pay monthly dues of $500. The scale graduates upward to $3,000 per month for incomes over $20,000,000.

Hugh A. L. Halff, director of WOAI, San Antonio, proposed an amendment revising the schedule of dues so that net receipts from the sale of time would be defined as billings based on gross return for broadcasting service less time and advertising agency discounts, if any, and sales commissions up to 15%, if actually paid, and including billings to networks.

SHIRLEY'S BOYS gather round. Star of the CBS evening show, *Junior Miss*, La Temple is shown here with (l to r) Ed Wolf, radio agent, Kirby Hawkes, radio production chief of Benton & Bowles, and Jim Rodgers, vice-president and account executive on Procter & Gamble.

Off 8 Hours

POWER failure kept WMAL, Washington, in silence March 29 but the station's switchboard was far from silent that day. Station officials estimate the hourly average of query calls at 100. Though the station was silent from 7:30 a.m. to 3:45 p.m. its switchboard hummed with more than 1,000 calls from anxious listeners during the eight-hour broadcast blackout. WMAL was winner several times of the annual NBC award for least time lost.

Map Makers Cautioned On Military References

AMPLIFYING the reference to maps in the Code of Wartime Practices for the American Press, Byron Price, director of censorship, last week asked cooperation of map makers, editors and manufacturers in making certain that new maps carry no reference to military depots and war production plants.

"No maps should be published or distributed showing military depots of any kind, such as air, quartermaster or ordinance depots; key war production plants, arsenals, ammunition or explosive plants of any kind," the Office of Censorship announced. Omission of military air fields constructed since Dec. 7, 1941 was also requested. It was pointed out that maps already in existence are not effected by this action.

Acquisition by Watson Of WGTM Is Approved

SALE of WGTM, Wilson, N. C., to Penn Thomas Watson, prominent local businessman, for a total consideration of $32,500 was approved last Tuesday by the FCC. Mr. Watson is a leaf tobacco dealer in addition to having a finance business and owning a tobacco storage company. Relinquishing their holdings are H. W. Wilson, 43⅓% stockholder, now manager of WWPG, Lake Worth, Fla.; George C. McDonald, vice-president of the Monroe Steel Castings Co., Monroe, Mich., 43%; Charlotte Burns, of Detroit, 13%; David Isear, Wilson attorney, ⅔%. WGTM went on the air in 1937 and is on 1340 kc. with 250 watts.

The FCC under its new freeze procedure designated for hearing applications of WBOC, Salisbury, Md., seeking change to 960 kc. and increase to 1,000 watts; WLEU, Erie, Pa., for change to 1260 kc. and increase to 1,000 watts night and 5,000 local sunset; WLAP, Lexington, Ky., change to 630 kc. and increase to 1,000 watts; WTEL, Philadelphia, increase to 250 watts.

Dryden & Palmer Adds

DRYDEN & PALMER, Long Island City, which has been using participations on women's programs for its Gravy Master since last fall on eight New England stations, last week added six more stations in the East to the campaign. Agency is Samuel C. Croot Agency, New York.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

COVER THE DETROIT AREA .. FOR LESS
OVER CKLW
Deliver your sales message to the millions of able-to-buy defense workers in this area . . . with CKLW. Right in the middle of things at 800 kc. this live-wire station sends its signal, clear as a bell, to over 8 million people. It's the strongest dollar buy radio has ever offered. Investigate now!
22 HOURS EVERY DAY IT'S
800 kc.
CKLW
5 000 WATTS DAY and NIGHT
MUTUAL BROADCASTING SYSTEM

WBT Has 20th Birthday With April 9 Celebration

PRESENTING transcribed messages from the governors of North and South Carolina and from CBS President William S. Paley congratulating WBT, Charlotte, on its 20th birthday, the station April 9 will present a special program on the eve of its anniversary.

The history of WBT will be dramatized on the 55 minute show. In addition, special recordings by recognized stars who jumped to fame from WBT will be broadcast. They include John Scott Trotter, the Golden State Quartet, David Lane, William Winter, Lansing Hatfield and Orchestra Leader Johnny Long.

WBT was licensed to operate on April 10, 1922, by the Bureau of Navigation, Department of Commerce, in Washington. Today, this CBS-owned and operated outlet, is a 50,000-watt station on 1110 kc.

Dentyne Test

AMERICAN CHICLE Co., Long Island City, extensive user of radio for its chewing gum products, on March 30 started a 13-week test campaign for Dentyne gum, using special transcribed four - second singing commercials on WDRC, Hartford. The contract calls for 780 spots, averaging 60 per week. If successful, the test will doubtless be explained. Agency is Badger and Browning & Hersey, New York.

ON HAND for the Chicago sales clinic of the Socony-Vacuum Oil Co., New York were (l to r): William J. Gerwe, Chicago, manager of automotive division; J. L. Van Volkenburg, assistant manager, CBS-Chicago; Larry Holmberg, Chicago manager of J. Stirling Getchell; Ernest Shomo, salesman; Walter Preston, program director, WBBM, Chicago. A feature of the clinic was an explanation to the salesmen of the company's intensive radio promotion on WBBM with a recent 52-week renewal of 12 quarter-hour newscasts a week, and the addition of weekly quarter-hour comic serial to promote Socony household products.

Wadhams Sportscast

UNDER A recently signed contract, WTMJ, Milwaukee, will continue to broadcast sports news for the Wadham division of Socony-Vacuum Oil Co. New contract marks the 14th consecutive year the program, daily at 5:45 p.m., has been sponsored by Socony. Russ Winnie, WTMJ sportscaster, continues at the microphone.

Standard Oil Spots

STANDARD OIL Co. of Indiana, Chicago, is completing schedule of one-minute transcribed announcements six times weekly on 82 stations. McCann-Erickson, Chicago, is the agency.

Baseball On WJSV

TO FACILITATE the sale of Washington baseball broadcasts as a package WJSV has purchased the rights for all games, home and away, for a reported $25,000. Sponsorship is unsettled. Arch McDonald will describe the games. Last year the games were heard on WMAL.

DATE for the annual award luncheon of the Women's National Radio Committee has been changed from May 12 to 19 to avoid conflict with the NAB convention to be held May 11-14 in Cleveland.

Bold Bruntons

WASHINGTON'S worst March blizzard in history, which discommoded telephone communications in several suburbs, didn't deter the Brunton boys of Northern California from contacting home. In the Capital to attend hearings before the FCC involving KSFO and their station KQW, the three brothers — Ralph, Mott Q. and Sherwood—set out for their attorney's home in Chevy Chase during the blizzard Sunday, March 29. After pushing the cab out of several snowdrifts, the intrepid brothers arrived at the home of Attorney George Porter, and attempted to call San Francisco. The phone was dead. Mott Q. and Porter tried their hand at splicing, got the call through and had a perfect five-minute conversation. Then the phone went dead again.

More for Planters

PLANTER'S EDIBLE OIL Co., San Francisco (peanut oil), in a West Coast campaign which started March 23, is sponsoring the five-minute transcribed series, *Guess-A-Tune*, two and three times per week on KOMO, Seattle, and KPO, San Francisco, respectively, as well as five-weekly quarter-hour participation in *Breakfast Club* on KFRC, in the latter city. Firm uses six weekly participation in the combined *Housewives Protective League* and *Sunrise Salute* on KNX, Hollywood, and thrice weekly participation in the former program on KIRO, Seattle. Schedule includes six-weekly participation in *Kirkman's Newspaper of the Air* on KOIN, Portland, and a five-minute program of recorded music thrice - weekly on that station. Agency is Raymond R. Morgan Co., Hollywood.

Peoria Regional Asked

LISTING William W. Behrman, until recently manager of WISH, Indianapolis, as president, the Grand View Broadcasting Co. has applied to the FCC for a new 1,000-watt station in Peoria, Ill., to operate on 1290 kc. with directional antenna. Anton Hulman, of Hulman & Co., Terre Haute, makers of Clabber Girl baking powder, holds 51% of the stock while Anton Hulman jr., vice president of that company, is listed as a minority stockholder with less than 25%. Other principals are Evansville On The Air Inc., operators of WEOA-WGBF, Evansville, Ind., 24%; Mr. Behrman, 22%; Paul Wilson, 3%.

CBS BEAMING FIVE GERMAN PROGRAMS

FIVE German-language feature programs have been added to the schedule of European transmissions by the CBS shortwave division, in an effort to counteract Germany's radio propaganda with facts by appealing to the decent instincts of listeners in Nazi regions.

Military analysis by Horst Von Baerensprung and Max Werner, informal talks by Dorothy Thompson, and religious programs prepared by Professors Paul Tillich and Dietrich von Hildebrand will be beamed to Europe simultaneously on WCBX and WCRC, the two new CBS 50,000-watt transmitters at Brentwood, Long Island.

The principals of the programs, chosen for their association in the minds of German-speaking people with the struggle against dictatorship, will each give quarter-hour weekly morning broadcasts. Von Baerensprung, who will be heard on Mondays, is a former head of the Magdeburg, German police and served as personal advisor to Chiang Kai-Shek after leaving Germany in 1933.

Russian-born Werner at one time edited an anti-Nazi paper in Germany, is the author of *The Battle for the World* and contributes to the *New Republic*. *Gespraieche mit Hans* is the title of the informal talks presented Fridays by Dorothy Thompson. Leader of the Austrian anti-Hitler Catholics and now professor at Fordham U, Von Hildebrand will prepare Catholic religious programs for his Sunday broadcasts. Protestant religious programs will be presented by Prof. Tillich, outspoken critic of Nazism, who was compelled to leave Germany in 1933 and is now an American citizen.

Big Kellogg Campaign

KELLOGG Co., Battle Creek (Corn Flakes), has placed 200 to 300 one-minute transcribed announcements on 100 stations broadcast on each station over a 20 to 26-week period. Announcements are built on a miniature program basis with 30 seconds of music and 30-second commercials. NBC Radio-Recording and WBS cut the transcriptions. J. Walter Thompson Co., Chicago, is agency.

BURNET HERSHEY, news commentator of WMCA, New York, has returned to his five-weekly broadcast after a two-week illness with a streptococcus throat.

A $100,000,000 "VICTORY" program that can't be overlooked. It's "all out" production in Texas' Booming Gulf Coast Area. so place your spot schedule where it will reach this big payroll.

KFDM FULL TIME 560KC 1000 WATTS
BLUE NETWORK
BEAUMONT
Represented by
HOWARD H. WILSON COMPANY

My family was worried

"Certainly glad I stop at recognized hotels on my many business trips. Once, serious illness developed suddenly at home. Though I'd left no forwarding address I was easily traced to my hotel by phone." *D. B.*, Rochester, New York.

AMERICAN HOTEL ASSOCIATION
FOR A FRESH START STOP AT A HOTEL

Network Accounts

All time Eastern Wartime unless indicated

New Business

MODE O'DAY Corp., Los Angeles (dresses), on April 12 starts *Knox Manning*, news period, on 11 CBS Pacific Coast stations, Sun., 5:45-5:55 p.m. Agency: Glasser-Gailey & Co., Los Angeles.

ADAM HAT STORES, New York, on April 17 will sponsor the broadcast of the Bob Pastor-Jimmy Bivins light heavyweight bout in Cleveland on 135 BLUE stations, 10:15 p.m. Agency: Glicksman Adv. Co., N. Y.

Renewal Accounts

BROWN & WILLIAMSON Tobacco Corp., Louisville (Sir Walter Raleigh tobacco, Raleigh cigarettes), on April 28, renews for 52 weeks *Red Skelton & Co.* on 118 NBC stations, Tues., 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

LEVER BROS. Co., Cambridge, Mass. (Silver Dust), on April 6 renews *Bright Horizon*, adding 17 CBS stations to make a total of 66 stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: BBDO, N. Y. Program also heard for Swan Soap on 10 CBS stations Mon. thru Fri., 2-2:15 p.m. Agency: Young & Rubicam, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on March 27 renewed for 13 weeks *Glenn Miller's Orchestra* on 97 CBS stations, Wed., Thurs., Fri., 10-10:15 p.m. Agency: Newell-Emmett Co., N. Y.

UNION OIL Co., Los Angeles, on April 29 renews for 52 weeks *Point Sublime* on 11 NBC West Coast stations, Wednesday, 8-8:30 p.m. (PWT). Agency: Lord & Thomas, Los Angeles.

AMERICAN TOBACCO Co., New York (Lucky Strike), on May 2 renews *Your Hit Parade* on 95 CBS stations, Sat., 9-9:45 p.m. (rebroadcast at midnight). Agency: Lord & Thomas, N. Y.

LAND O' LAKES Creameries, Minneapolis (dairy products), on April 6 renews Boake Carter on 21 MBS stations for 26 weeks, Monday, Wednesday, Friday, noon-12:15 p.m. Agency: Campbell-Mithun, Minneapolis.

Network Changes

BAYER Co., New York (Aspirin), on April 20 shifts *Second Husband* from 76 CBS stations, Tues., 7:30-8 p.m. to 67 BLUE stations, Wed., 9-9:30 p.m., at the same time moving *American Melody Hour from* 67 BLUE stations, Wed., 9:30-9:30 p.m. to 76 CBS stations, Tues., 7:30-8 p.m. Agency: Blackett-Sample-Hummert, N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., on April 16 replaces *Silver Theatre* with news by Edward R. Murrow on 60 CBS stations, Sun., shifting the program from 6-6:30 p.m. to 6-6:15 p.m. Agency: Young & Rubicam, N. Y.

CRYSTALS *by*

HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

WARTIME broadcasting problems monopolized on and off-the-record conversations during the meeting of NBC affiliates from 10 states in Chicago March 26-27. The group includes (l to r) Frank E. Mullen, NBC vice-president and general manager; George Burbach, manager of KSD, St. Louis; Charles E. Brown, sales promotion manager of NBC; John J. Gillin Jr., manager of WOW, Omaha; J. O. Maland, WHO, Des Moines.

ACME WHITE LEAD & Color Works, Detroit (paints, "Lin-x"), on March 17 added 6 BLUE stations to *Breakfast Club*, making a total of 71 BLUE stations, Tues. and Fri., 9:45-10 a.m. Agency: Henri, Hurst & McDonald, Chicago.

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist lemons, oranges), shifts *Hedda Hopper's Hollywood* on 40 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. (EWT), from Hollywood to New York April 6-17 inclusive. Agency: Lord & Thomas, Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet products) on April 9 replaces *Musical Beauty Box* with *Penny's Diary* on 33 Canadian Broadcasting Corp. stations, Thurs. 10-10:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

Falstaff Baseball

ALL MAJOR League home games this season of the St. Louis Cardinals and the Browns baseball teams will be sponsored on KWK, St. Louis, by Falstaff Brewing Corp. Play-by-play will be handled by Jerome Herman (Dizzy) Dean and Johnnie O'Hara. A 10-minute preview and 15-minute review of the games will be sponsored alternately by General Mills and Lever Bros. Nick Stemmler, KWK sports announcer, will handle these programs.

LOU SMITH, baseball writer of the *Cincinnati Enquirer*, has been named as sports commentator of WCKY, Cincinnati, according to L. B. Wilson, president and general manager of the station. He will conduct a daily program at 5:30 p.m.

FOR 52 WEEKS

We are proud to announce a new daily program for the Vancouver store of the Hudson's Bay Co. — to run seven days a week for 52 weeks.

CJOR

Vancouver—B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)

600 KC 1000 Watts

AFA War Session

INTENDED "to meet the needs of advertising executives and purveyors of advertising in solving the pressing problems of a war economy," the Advertising Federation of America will sponsor a wartime conference and exposition at the Commodore Hotel, New York, June 21-24 inclusive. Unlike previous years, the 1942 meeting will feature educational projects sponsored by recognized trade or professional associations. It is estimated that 50,000 tickets will be sent out to businessmen interested in the various departments of advertising.

Phillips Carlin Asserts Coast Audience Larger,

INTENSE INTEREST in radio news, resulting from proximity to the war zone and the ever-present danger of attack, has increased the number of radio listeners on the Pacific Coast to a large extent, while ratings of news programs are reaching new highs, according to Phillips Carlin, vice-president in charge of programs of the BLUE, who has just returned from a business trip to BLUE stations in Chicago and on the West Coast.

Mr. Carlin said a number of new programs are in preparation, including some in cooperation with the motion picture industry, under the direction of Leo Tyson, BLUE program director in Hollywood. Other "war effort" shows include one to start April 19 from San Francisco in the Sunday 7:30-8 p.m. period, now occupied by *Daughters of Uncle Sam*, the other to begin April 22 as presented by the Motion Picture Victory Committee and the WPB.

Rockefeller Bequests

THAT the Rockefeller Foundation has contributed $60,000 to Columbia U's Office of Radio Research, devoted to studying the role of radio as a medium of communication in American life, was disclosed in the 1941 review issued last week by Raymond B. Fosdick, president. The bequest covers three years. The Foundation also contributed $5,000 to Standford U of a Pacific Coast listening post, later taken over by the FCC.

★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★

Songs that **KEEP 'EM LISTENING!**

✓ THE MEM'RY OF THIS DANCE

by Ben Selvin and Bob Effros

Already recorded by

Glen Gray (Decca) · Horace Heidt (Columbia) · Hal McIntyre (Victor)
Tony Pastor (Bluebird) · Ginny Simms (Okeh)

✓ A LITTLE BELL RANG

by Joan Whitney and Alex Kramer

A new number by a team of Hit Parade headliners

Coming! Two songs of great promise soon to be released:

STARLIGHT SONATA—by Helen Bliss and Henry Manners
SWEET TALK—by Robert Sour and Una Mae Carlisle

Broadcast Music, Inc.

580 Fifth Avenue New York City

★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 28 to APRIL 3 INCLUSIVE

Decisions . . .

MARCH 27

NEW, Paul F. Godley, Newark—Granted motion dismissal applic. CP new station.

NEW, James F. Hopkins Inc., Ann Arbor—Granted motion dismissal applic. CP new station.

NEW, Hoosier Broadcasting Co., Indianapolis—Granted motion leave amend applic. specify 1 kw; denied request to remove from docket.

NEW, Constitution Broadcasting Co., Atlanta—Continued hearing to May 7.

WLAV, Grand Rapids, Mich.—Granted motion dismiss applic. CP.

APRIL 1

WGTM, Wilson, N. C.—Granted consent assignment CP and license to Penn Thomas Watson for $32,500.

WAAF, Chicago—Denied petition review action motions docket March 20.

WDNC, Durham, N. C.—Denied petition review docket action March 20.

DESIGNATED FOR HEARING—**WMAN, Mansfield, O.**, license renewal; **WBOC, Salisbury, Md.**, CP change 960 kc increase 1 kw directional N; **WLEU, Erie, Pa.**, CP change 1260 kc increase 1 kw N 5 kw local sunset new transmitter and move, directional N; **WLAP, Lexington, Ky.**, CP increase 1 kw change 630 kc install new transmitter directional D & N.

NEW, Associated Broadcasters Inc., Indianapolis—Granted CP new FM station 47.3 mc. serve 8,400 sq. mi.

W57A, Schenectady, N. Y.—Granted modification CP change 48.5 mc.

NEW, Greater New York Broadcasting Corp., New York—Denied petition for grant CP new FM station without hearing.

W47NY, New York—Reconsidered and granted petition assign CP to Muzak Radio Broadcasting Station Inc.

WTEL, Philadelphia—Designated for hearing CP equipment changes increase 250 watts.

WHAT, Philadelphia—Granted petition dismiss application CP 1160 kc 5 kw.

NEW, S. Brad Hunt, Alton, Ill.—Granted motion dismiss application CP new station.

Applications . . .

MARCH 28

WCOP, Boston—CP equipment changes and DA increase 1 kw.

NEW, Dimple Broadcasting Co., Columbia, Tenn.—Dismiss on request applicant application CP new station 1340 kc 250 w unl.

APRIL 1

WSNJ, Bridgeton, N. J.—Authority transfer control from Howard S. Frazier and W. Burley Frazier to Elmer H. Wene.

WGAR, Cleveland—Amend applic CP to omit request transmitter move and type change; change requested power to 5 kw.

Tentative Calendar . . .

WAPI, Birmingham, Ala., CP 1070 kc 50 kw unl. directional N (April 6).

NEW, Newark Broadcasting Corp., Newark, CP 620 kc 5 kw unl. directional D & N. (April 7)

NEW, Hennessy Broadcasting Co., Butte, Mont., CP 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte**, same (consolidated hearing, April 8).

NEW, Utica Observer Dispatch Inc., Utica, N. Y., CP 1450 kc 250 w unl.; **NEW, Utica Broadcasting Co. Inc. Utica**, same; **NEW, Midstate Radio Corp., Utica**, CP 1470 kc 1 kw directional D & N unl. (consolidated hearing, April 9).

NEW, Air Waves Inc., Baton Rouge, La., CP 1400 kc 250 w unl.; **NEW, Louisiana Communications Inc., Baton Rouge**, same (consolidated hearing, April 10).

New Act in Mississippi Fixes Sabotage Penalty

AIMED to prevent sabotage or other interference with the operation of stations and other communications facilities, the Mississippi Legislature by recent enactment provides a maximum sentence of not more than ten years or fine of not more than $10,000 for violators of the act which follows:

Whoever intentionally destroys, impairs, injures, or tampers or interferes with any real or personal property used or useful in the maintenance, repair, or operation of any telephone or telegraph system or radio station which is subject to regulation or licensing by any agency of the United States of America or of the State of Mississippi, with reasonable grounds to believe that such act will hinder, delay or interfere with the maintenance, repair or operation of such telephone or telegraph system or radio station, on conviction shall be punished by imprisonment for not more than 10 years, or by a fine of not more than $10,000.00 or both.

Tangee Latin Series

GEORGE W. LUFT Co., Long Island City (Tangee cosmetics), has started a series of quarter-hour programs thrice-weekly on 15 stations in 8 Latin American countries. According to Export Adv. Agency, New York, which handles the account, scripts are cabled or airmailed twice-weekly to the stations. Featuring Hollywood gossip and playlets, the programs are handled by local talent and in cities where local motion pictures are produced the stars appear as guests.

Correction

CAPTION of KOA, Denver, Hall of Fame picture which appeared on page 40 in the last issue contained an error. BROADCASTING mistakenly referred to "T. C. McClellan, engineer USN, killed in action." Actually KOA's employe is A. C. McClellan, engineer, now on active duty in Honolulu. Ensign T. C. McClelland, formerly chief engineer of KLZ, Denver, was killed in action at Pearl Harbor.

W71NY Anniversary

PIONEER FM station W71NY, owned and operated by WOR, New York, last week celebrated its first anniversary on the air. It is the only fulltime commercial FM station in New York. WOR first started FM operation in August, 1939, with a 1,000-watt unit known as W2XWI, which was shifted to W2XOR in December of that year. In 1940, the station became W71NY when it shifted to 10 kw., 47.1 mc.

Long Haul

ONE INCH absent from the dimensions of an elevator door nearly stymied six months effort of securing and assembling equipment piece by piece for a new 4 ton 10 kw. amplifier for W67C, Chicago. Engineering minds got together and concluded that Ellery Plotts, engineer in charge of FM of CBS-Chicago, would have to disassemble the amplifier into three parts to move it by elevator to the 48th floor of the 1 North La Salle Bldg., and then use old fashioned block and tackle chain hoist to finish the job of moving to the W67C home on the 50th floor.

FCC TAKING STEPS TO STOP SABOTAGE

ANNOUNCEMENT that E. M. Webster, assistant chief engineer of the FCC, will assume charge of an anti-sabotage survey of radio stations on behalf of the Commission, was made last Wednesday by that agency.

The survey is being made by the FCC in cooperation with the Office of Civilian Defense as part of a comprehensive study to determine what protection from saboteurs exists for certain non-government commercial communications facilities essential to national defense. This is one phase of the general research of the OCD in regard to protection of vital and strategic places.

The Commission announced to all stations that Mr. Webster would contact them and urged that each station appoint a representative for such matters. Commission radio inspectors have already been designated to proceed with inspection of certain station facilities.

FOR LIFE-LIKE MONITORING
GET THIS NEW G-E LOUD-SPEAKER
(Type JCP-10)

- ★Perfectly matched to the G-E *FM* station monitor with monitoring amplifier
- ★Unusually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier
- ★Single-unit construction
- ★Special alnico permanent magnet for field
- ★8-ohm voice coil; 20-watts input
- ★Can be furnished with 18-inch high base of matching walnut veneer, which provides ample space for mounting high-fidelity amplifier
- ★An excellent speaker for audience and sponsor rooms

PRICE . . . $75.00 net, f.o.b. factory (Base, if desired, $20.00 additional)

ORDER NOW through the nearest G-E office or direct from General Electric, Radio and Television Dept., Section 160-26, Schenectady, N.Y.

GENERAL ELECTRIC

FCC Yields Four To Armed Forces

Sutton, Seaks, Boese, Phillips In Service for the Duration

FOUR more FCC executives have volunteered for military service and last week received their commissions and orders. They are deQuincy V. Sutton, head broadcast accountant; Robert G. Seaks, assistant to the Chairman; William C. Boese, engineer in charge of FM and television; Julian Phillips Jr., broadcast engineer.

George O. Gillingham, information director, also has received orders to report to the Chemical Warfare Service as a captain, rejoining his World War outfit [BROADCASTING, March 30].

First Lieut. Sutton last Saturday was called to active duty in the Signal Corps, materiel section, and will headquarter in Washington. Chief Accountant William J. Norfleet has named Harry Tennyson, assistant head of the broadcast division, acting head to fill the Sutton vacancy.

Mr. Sutton joined the FCC in 1934 and since 1938 has been head broadcast accountant. He was in charge of all broadcast financial data and supervised the gathering of annual financial statistics covering the industry. He mustered out of World War I as an instrument sergeant and was a second lieutenant in the Field Artillery Reserve.

Get Federal Leave

Lieut. (j. g.) Seaks reported March 30 to Naval headquarters in Philadelphia. His precise assignment is not known. A native of Harrisburg, Lieut. Seaks joined the FCC as assistant to Chairman James Lawrence Fly Jan. 15, 1941. From 1934 until his FCC appointment he had been a member of the legal staff of Tennessee Valley Authority, of which Chairman Fly had been general counsel.

Second Lieut. Boese joined the materiel branch of the Signal Corps and was assigned to the Army War College in Washington. He came to the FCC five years ago after having been an engineer on the staffs of WCCO and WTCN, Minneapolis. His first job with the FCC was as radio inspector in Dallas, and he was transferred to Washington in March, 1939. He was named chief of the non-standard broadcast application section, handling FM and television.

First Lt. Phillips, assistant engineer in the broadcast section, has joined the Field Artillery, War Department reserve pool. He has been with the FCC since March 26, 1941.

George Adair, assistant chief engineer in charge of broadcasting, with FCC approval has named C. M. Braum, assistant chief of non-broadcast license section, to succeed Lieut. Boese as acting chief. He joined the FCC two years ago and is a native of Minnesota.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—With at least three years' time-selling experience. Must come well recommended. Drawing account and commission. Give full details first letter, draft age, etc. KBIZ, Ottumwa, Iowa.

Control Room Operator Wanted—50,000-watt station in southeast needs control operator. State references, experience and salary expected. Only draft-exempt operators considered. Box 331, BROADCASTING.

OPERATORS-ANNOUNCERS—There are opportunities for employment in Oregon radio stations for combination men. Give details, experience, age, draft status, salary expected, when available. Oregon State Broadcasters Association, Box 669, Bend, Oregon.

Southwest Station—City ten thousand, wants announcer capable programming; draft exempt; should know football; ad lib; tell all in letter, salary expected, snapshot. Permanent. Box 322, BROADCASTING.

Manager Wanted—1000 watt station in Pennsylvania. Excellent opportunity for right man. Give details regarding education, experience, and references. Box 321, BROADCASTING.

Engineer Wanted—250 watt midwest station. Prefer combination man experienced with RCA speech and turntables. Salary $30 per week. State references, experience, draft status. Box 325, BROADCASTING.

Engineer—First class, experienced. Ideal working conditions. WGNY, Newburgh, N. Y.

Nationally Known, Established Organization—Wants two or three top-notch, live-wire salesmen to sell product and service to newspapers and radio stations. Position permanent to right man and offers salary, plus commission and expenses. Acquaintance and experience in newspaper and radio fields desirable. Write full details, stating qualifications, experience, family connections, age, salary desired. Box 343, BROADCASTING.

HOME PROGRAM DIRECTOR—Of large station seeking experienced assistant with proven ability to sell on women's programs. Must prepare A-1 radio scripts, on foods, recipes, menus, etc. Also write commercial copy. Home Economics degree important but not essential. Woman now successfully handling household commercial program on smaller station preferred. Send outline of education, experience, commercial accomplishments, photo and five references. Box 344, BROADCASTING.

CONTINUITY WRITER—Experienced man or woman, interested in advertising and merchandising; able to understand sales problems and translate them into effective radio copy; good opportunity with local eastern network station. Full details, salary expected, first letter. Write Box 345, BROADCASTING.

Successful Eastern Local Network Station Seeks Chief Engineer—Must be fully experienced in construction, maintenance and repair (RCA equipment throughout) and assume full responsibility for technical operation. State qualifications and salary requirements first letter. Write Box 341, BROADCASTING.

Salesman Wanted—Well accepted basic network outlet, major mid-western city requires thorough aggressive local salesman. No "big shots", "managers", drunks or drifters. Absolute permanency based on proof of ability. Pleasant surroundings and excellent future opportunity offered substantial draft exempt man. $50.00 per week to start with increases as earned. Reply with full information and photo to Box 336, BROADCASTING.

Help Wanted (Cont'd)

Engineer Wanted Immediately—Also combination man as engineer and announcer. Write or wire station draft status, experience and expected salary. KBIZ, Ottumwa, Iowa.

Radio Engineer—As assistant to consultant engineer. Thoroughly familiar with GR and RCA equipment. Forward experience resume references. Box 348, BROADCASTING.

Situations Wanted

Seasoned Radio Sales Executive—Thorough, well-rounded advertising and time sales experience. Extensive agency and advertiser contacts. References. Box 342, BROADCASTING.

YOUNG WOMAN—24, college graduate, with varied radio experience desires job with small station. Can qualify as announcer, continuity-writer; can handle control board and transcription tables. Have also had sales experience. Excellent references. Box 332, BROADCASTING.

Station Manager—East. Responsible, energetic, progressive. Specialize local build-up. Best agency connections. 3A. Small salary accepted right spot. Box 340, BROADCASTING.

MANAGER-PROGRAM DIRECTOR—Eight years experience. Thoroughly acquainted with station-operation. Now employed with NBC outlet in major market as service and production director. College. Married. Draft exempt. Network production, local station operation. Desire to manage progressive station. Box 327, BROADCASTING.

Traveled Cultured Woman—With excellent radio voice now employed in small radio station selling large and small accounts, writing copy and broadcasting, wishes to change where effort and hard, earnest work brings advancement. Box 326, BROADCASTING.

ATTENTION EXECUTIVES — Married man, 8 years radio executive, local and network; now manager small Southern station wants a chance in a larger field. Tops on program, news, sports, sales. Draft exempt. Sober. Prefer South. Box 319, BROADCASTING.

OPERATOR—First Class license, experienced operating, building, maintenance transmitters, studio control board midwest or western station preferred. Draft exempt. Box 324, BROADCASTING.

Experienced Commercial and Dramatic Writer—Producer, director, actor. Children's Programs, News, Interviews, Book Reviews. Attained national commendation on writing technique, production finish and radio personality voice. Box 328, BROADCASTING.

Chief Engineer—Installation, design, maintenance 1 to 5 kw. University Training. Prefer Ozark or midwest region. Box 338, BROADCASTING.

ENGINEER-ANNOUNCER—Available immediately at $45.00 for 45 hour week. Excellent voice. One year's experience as newscaster and studio announcer. Under draft age. Wire Box 346, BROADCASTING.

ANNOUNCER — Eight years' experience. Married. 3A. Good references. Now employed. Desire position with progressive large station, preferably midwest or east. Box 352, BROADCASTING.

NEWSCASTER — Commentator, reporter, special events, publicity, promotion. Now employed. Box 351, BROADCASTING.

Draft Exempt Announcer—Now employed 5,000 watt network affiliate desires permanent change. Sports expert. Programming experience. University and newspaper background. Moderate habits. Best references. Box 350, BROADCASTING.

Wanted to Buy

One Fairchild Unit 219-2 Amplifier—And two Fairchild Unit 199 recorders with type 3A cutter heads. State condition and price. Need immediately. Radio Station WAIT, Chicago, Illinois.

All or Part Interest—250 watter. Box 339, BROADCASTING.

Will Pay Good Price—For FCC acceptable frequency monitor any frequency. Faradon, Aerovox, Dubilier Mica capacitors any capacities, size ratings. Give information when writing. Box 323, BROADCASTING.

Radio Station—In northwest. State your advertising competition. Box 330, BROADCASTING.

General Radio — 834-B visual frequency meter. HOLLISTER CRYSTAL COMPANY, Wichita, Kansas.

Equipment—Complete, including tower for new 250 watt station. Box 329, BROADCASTING.

Dual Motor Generator—To operate with 220 volts 60 cycles, three-phase, to deliver two 21 DC volts at 21 amperes each. Box 333, BROADCASTING.

For Sale

Approved—1000 Watt Transmitter. Box 347, BROADCASTING.

For Sale (Cont'd)

100 Watt Network Affiliated Station—In New York State. Box 335, BROADCASTING.

174 Foot Uniform Guyed Type Tower—With capacity head and insulators available in approximately 30 days. In use less than year. Box 320, BROADCASTING.

Fairchild Recorders—Several complete used units in excellent condition. Act quickly as Fairchild equipment practically unobtainable. Box 349, BROADCASTING.

$500

buys slightly used RCA Model 96A serial no. P1160 limited amplifier complete with tubes. Guaranteed excellent condition.

McClung Broadcasting Station
Merced, Calif.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Dog Food Makers Turn to Dry Pack

Quaker, Wilson, Rival and Morrell Ready for Market

PACKERS of dog food are rapidly converting the industry from the canned food to various forms of dry packaging.

Within the past week Quaker Oats Co., Chicago, has acquired Chappel Bros., Rockford, Ill. (Ken-L-Ration), and is completing plans for the marketing of a new dry food called Ken-L-Biscuit, a fresh meat biscuit. New product will be introduced via newspapers, it was said, but will probably use some radio after initial distribution. Account will continue to be handled by Ruthrauff & Ryan, Chicago.

Ralston Series

Wilson & Co., Chicago (Ideal), is planning radio promotion for its new "Victory Type" dry-pack dog food [see page 18].

Ralston Purina Co., St. Louis (Purina Chow), is placing a five-minute transcribed program called *Boggs on Dogs* on about five unselected stations. Gardner Adv. Co., St. Louis, is agency.

John Morrel & Co., Ottumwa, Ia. (Red Hart), is completing production details on its new dry pack [BROADCASTING, March 2] containing the same ingredients as its canned food and will eventually supplement its present program *Bob Becker's Chats on Dogs* on 32 NBC stations and on WGN, Chicago, with spot announcements. Henri, Hurst & McDonald, Chicago, is agency.

Rival Packing Co., Chicago (Rival), which has been practically out of production since the first of the year, has announced development of a new dehydrated dog food which contains all the nutritive qualities of the canned food. No date for initial distribution has been set, but packaging and production problems have been solved, it was said, and the product will appear on the market shortly. Advertising plans have not been formulated but the company has used spot announcements in the past. Charles Silver & Co., Chicago, is agency.

DCB Appoints Shepard To Serve on Committee

RECOGNITION was accorded Broadcasters Victory Council by the Defense Communications Board at its meeting last Thursday, in authorizing appointment of John Shepard 3d, BVC chairman, as an accredited member of its Committee IV dealing with domestic broadcasting. O. L. Taylor, of KGNC, Amarillo, executive secretary of BVC, was approved as alternate, with Walter J. Damm, WTMJ, Milwaukee, newly-elected president of FM Broadcasters Inc., approved as FM member in lieu of Mr. Shepard.

Neville Miller, NAB president, is chairman of Committee IV. The committee holds periodic meetings on matters detailed by DCB or through its Coordinating Committee, headed by E. K. Jett, FCC chief engineer.

General Mills to Sponsor N. Y. Games On WOR; Co-Sponsor May Be Acquired

HOME GAMES of the New York Giants and New York Yankees will be broadcast on WOR, New York, this summer, under sponsorship of General Mills, Minneapolis, for Wheaties, and a possible co-sponsor, as yet unannounced, who may start after the baseball season gets under way April 14.

Several clients are understood to be interested, but until one is signed Wheaties is the only product promoted on the pre-season training games, first of which was broadcast April 1 on WOR.

Entirely by accident, the first game on WOR under General Mills' sponsorship was March 31 when one Wheaties' commercial was given with a quarter-hour description of the game by Mel Allen. Then Don Dunphy and Stan Lomax, who have been handling these pre-season games for WOR, took over for the rest of the game on a sustaining basis, as the General Mills contract was not scheduled to start until April 1.

Mel Allen Switches

Mel Allen, CBS sports announcer, who formerly handled baseball broadcasts on WABC, New York, before CBS decided that such broadcasts interfered too much with its year round commercial schedule to be allowed to continue, is handling the games on WOR.

Allen's descriptions of pre-season games are reconstructed from telegraph reports, which will continue until April 14 when the games will be broadcast directly from the Yankee Stadium or Polo Grounds in New York.

All 29 night games played by the New York Giants and Yankees both home and away will be sponsored by General Mills for Wheaties on WNEW, New York. Broadcasting rights to all games are reported costing $150,000 for the season, half to each club. Knox-Reeves, Minneapolis, handles the Wheaties account.

WOR also will broadcast the first three games of the season played by the Brooklyn Dodgers, rather than WHN, New York, which has the contract for the games of that club, as sponsored by P. Lorillard Co., New York, for Old Gold cigarettes. This shift arises from the fact that WOR has exclusive rights to baseball broadcasts from the Polo Grounds, where the Dodgers play their first games.

Another confusing phase of the New York baseball situation is the fact that Red Barber, WOR sports announcer, is handling descriptions of the Dodgers games on WHN, while April 13 he will start the annual five-weekly sports commentary on WOR, sponsored by Christian Feigenspan Brewing Co., Newark, for P.O.N. beer. Agency is E. T. Howard Co., New York.

EXECUTIVES of General Mills, and its agency, sponsoring WOR's broadcasts of the New York Yankee and Giant baseball games this season, look on while Edward G. Barrow (left), president of the Yankees, and Leo J. Bondy, vice-president of the Giants, inspect the contract. From left to right, the sponsors' representatives are William Slocum, chairman of sports for General Mills; K. P. Torgenson, Knox-Reeves agency; Walter R. Barry, General Mills v-p.

Drawn for BROADCASTING by Sid Hix

"Corp. Douglas Reporting, Sir! We Greet You Tonight From the Palatial Foxhole on Route 2523F, Only 20 Miles From Downtown Manila!"

AFL and CIO Jo… For NBC Progra…

Mullen Completes Plan; N… Lauded by Green, Murray

EXEMPLIFYING a joining … hands of AFL and CIO in the … effort, arrangements were co… pleted last Saturday by Frank … Mullen, vice-president and gene… manager of NBC, for a Satur… night sustaining series beginni… April 18 titled *Labor for Victo…* The labor organizations will … ternate in the presentation … 10:15-10:30 p.m. (EWT).

Following several weeks of … gotiations, William Green, AF… president, and Philip Murray, C… president, agreed to the format … the program, geared toward labo… full cooperation in war productio… There will be no unionization … tivity on the series.

The entire plan was discussed … the meeting last month of NBC … station advisory committee. It … expected the full network will car… the sustaining series in the intere… of harmony among Governme… labor and management.

Len Decaux, public relations … rector of CIO, and Philip Pea… publicity head of AFL, will dire… the program for their respecti… unions. A joint statement issued … the two union presidents, followi… completion of arrangements, said:

"We are grateful to NBC fo… its patriotism and broad-mind… attitude in giving to the millio… of organized American wage ear… ers this opportunity to expre… their viewpoint each week on th… air along with the business a… industrial interests that alread… are represented in the field of n… tional broadcasting."

Mr. Murray, separately, sa… CIO would use its time for th… major purpose of promoting th… war effort. "It will bring befo… the public the message of labo… and its activities for all out wa… production," he declared. "We a… most happy," Mr. Murray said, "… cooperate with AFL in this under… taking, and most assuredly will n… allow any narrow or partisan co… siderations to interfere with thi… presentation of American Labor'… united and joint efforts for victory."

Mr. Green declared that throug… the program labor "hopes to b… able to have a 'fireside chat' wit… the people of America each week… We want to tell them what th… workers of America are doing i… the victory production program t… speed America's triumph. We fee… confident that the American peopl… will be justly proud of their pro… duction soldiers when they learn… the true story.

"Just as AFL is cooperatin… with the CIO on the industria… front to promote all-out war pro… duction, regardless of other consid… erations, so we are working hand… in-hand with the CIO in this radi… program to spread the true story… about labor's participation in th… nation's war effort."

"IT IS NOT INCONVENIENCE—BUT UNEXPLAINED INCONVENIENCE—THAT WILL BREAK DOWN PUBLIC CONFIDENCE"

PAUL GARRETT, Vice President
and Director of Public Relations
GENERAL MOTORS CORPORATION

"Advertising's task of smoothing the way all along the channels of distribution between factory and market will become infinitely more intricate as defense requirements extend the area of dislocation.

"Many familiar products, familiar packages, accustomed buying habits are likely to become disturbed. Advertising must lead the advertiser through this labyrinth of change by careful and continuous explanation of why and wherefores.

"It is not inconvenience but unexplained inconvenience that will break down public confidence." (May 26, 1941, at AFA Convention)

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION